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What Others Say...

## Texas Boasts Everything of a Super Size

By Kenneth Horan

(Reprinted from the "Chicago Tribune")

The biggest state fair in the history of the nation has been held in the Dallas fair grounds, where farmer, rancher, and manufacturer have met for 61 years to further the agricultural interests of the Southwest. It beat all records for attendance and for exhibits. In a land made rich by cotton, oil, and cattle this open air show assumed undreamed of proportions.

The first thing that impressed me was the look of the crowds. They were made up of ranchers, tall, tanned men wearing boots, leather breeches, checked shirts, and the inevitable sombreros, and of handsomely dressed women with the latest hats and hair-dos, and of thousands of stalwart boys and girls, 4-H clubbers, future farmers and home makers. With them were parents and younger brothers and sisters, and a lot of happy, smiling babies.

It was hot—90 degrees in the sun, but 15 degrees cooler in the shade, if you could find it. But nobody seemed to mind. They say the fair included more of everything this year than ever before, more corn, more prize hogs, more hay balers that make round bales, more flags, more cotton, more chorus girls, more daredevils defying more death, more farm exhibits, and bigger and better cattle and poultry than has ever been seen.

I believe it, for the cows, sheep, and chickens were superb, and there were some beasts the like of which I'd never seen before, the Brahman cows, for instance, and if you don't know what they are, they are a good deal like dromedaries, with humps on their backs. They don't look American, but Egyptian, as though they had hauled Cleopatra's milk wagons through the streets of Alexandria. These enormous beasts lay or stood, in their fine, hay filled stalls in the agricultural building, gazing at the throngs of people with the placid eyes of does.

The chicken house held the finest of their kind in hens, roosters, doves and cockatoos, cleaned and barbered to the last degree. They too had come from all over the state and seemed as proud of

their ancestry as were the farmers who exhibited them.

I saw every kind of machine for making cotton raising easy and cooking a pleasure. In fact, I began to think I could run a ranch single handed as I looked at exhibits of model ranch kitchens, air cooled, electrically operated. I looked, too, at oil drilling machinery and longed for an oil well—everybody seems to have one but me. And I even talked to some Indians who told me how their fathers were disgusted with land the government had given them, because it was so full of oil they couldn't raise their crops.

Twenty-seven breeds of livestock were represented at the fair, with exhibits of model barns, including the fanciest pig barn in the world. Hundreds of exhibits of fruits and vegetables proved that Texas could feed the nation. In fact, it would have taken days to see all these wonders of nature and of science, but by noon I was ready for lunch in the auditorium, and I regretfully passed by the fried chicken stands to join the 1,500 newspaper reporters at luncheon.

Here the Odessa chuck wagon crew that had driven in from near El Paso, served 1,300 pounds of barbecued beef. They were a fancy looking lot of chefs, about 25 of them, in boots and leather suits with those big white hats that seem part of every male haberdashery outfit west of Dallas. During lunch there was an exhibit of rope throwing, to the accompaniment of a cowboy band. I don't know how the chuck wagon managed to do it, but they cooked all that beef to a turn. After lunch it was time to go and see "Annie Get Your Gun" with Mary Martin, who is a Texas girl, in the lead. This was in the auditorium with 4,500 seats.

The thing that impresses me most about Texas is that everything is out size. The State Fair, for instance, covers 187 acres, and operates a plant costing 25,000,000 dollars. The Canadian National exposition in Toronto is the only one which beats it in attendance. Mexico

(Continued on Page 88)



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With best wishes for the Holiday Season,

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## BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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**1869 PADGITT BROS. COMPANY**

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**1869 THE SCHOELLKOPF COMPANY**

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**1872 DALLAS RAILWAY & TERMINAL CO.**

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In Dallas Since 1872  
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**1875 DALLAS TRANS. & TERM. WHSE. CO.**

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**1875 FIRST NATIONAL BANK IN DALLAS**

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**1876 TREZEVANT & COCHRAN**

Insurance General Agents

**1876 FAKES & COMPANY**

Home Furnishings

**1885 MOSHER STEEL COMPANY**

Structural Reinforcing  
Steel and Machinery Repairs

Established

**1889 J. W. LINDSLEY & COMPANY**

Real Estate, Insurance

**1889 METZGER'S DAIRY**

Dairy Products, Wholesale  
and Retail

**1890 WILLIAM S. HENSON, INC.**

Printing and Advertising

**1893 FLEMING & SONS, INC.**

Manufacturers—Paper and  
Paper Products

**1900 JOHN DEERE PLOW CO.**

Agricultural Implements

**1902 CULLUM & BOREN COMPANY**

Wholesale and Retail  
Sporting Goods

**1903 ACME SCREEN COMPANY**

Ac-Ka-Me Products, Insect  
Screens, Cabinets, Lockers,  
Boxes and Venetian Blinds

**1903 REPUBLIC INSURANCE COMPANY**

Writing Fire, Tornado, Allied  
Lines and Inland Marine  
Insurance



Founded at Bryan, Texas, the Padgitt Brothers Company moved to Dallas 78 years ago and began selling saddles and leather goods to traders and early settlers. The firm has grown steadily until today it is doing business in its own five-story building at 1020 Commerce, which extends through to Jackson and whose early day appearance is pictured above. Jesse D. Padgitt, 96-year-old founder, is still active in the firm. Three generations are represented in its operations today, as Mr. Padgitt's sons, Edgar Padgitt and J. Durrell Padgitt, are president and vice president respectively, and his grandson, J. Durrell Padgitt, Jr., is secretary-treasurer of the company.

Established

**1903 FIRST TEX. CHEMICAL MFG. CO.**

Pharmaceutical Manufacturers

**1904 ATLAS METAL WORKS**

Sheet and Metal Manufacturers

**1904 T. A. MANNING & SONS**

Insurance Managers  
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**1906 HESSE ENVELOPE COMPANY**

Manufacturers of Envelopes  
and File Folders

Established

**1909 THE SOUTHERN SUPPLY COMPANY**

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Industrial Supplies

**1911 GRAHAM-BROWN SHOE COMPANY**

Manufacturing  
Wholesalers

**1912 STEWART OFFICE SUPPLY COMPANY**

Stationers—Office Outfitters

**1914 TEXAS EMPLOYERS INSURANCE ASS'N**

Workmen's Compensation  
Insurance





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FOR YOU  
*A Happy Holiday Season*  
AND  
*Success in 1948*

**First National Bank**  
in Dallas

# WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce  
in the Nation's Capital

## Monopoly of the Minority

THE equality of opportunity existing in America has often been symbolized by the aphorism that any infant, no matter how humble his parentage or the circumstances of his birth, may someday grow up to be President. It is a whimsical and comforting thought, and evidence of



DALE MILLER

its truth is supplied by the historical fact that many log-cabin youngsters have achieved the eminence of the White House; but actually the old adage is not only misleading but palpably false. He does not have to come from any lineal aristocracy, to be sure; of whom he is born is fortunately of little importance. But he must belong to an aristocracy of a different kind, an aristocracy based on geography. If he ever intends to be President he must show the good judgment to be born in one small section of the United States. If his birthplace happens to be in the South, for example, you can bet his teething ring that he hasn't a much better chance of growing up to be President of the United States than he has of becoming Shah of Iran.

Back in 1848 old Zachary Taylor was elected President, but in the hundred years since that time no successful nominee for President has come from below the Mason and Dixon line. It is true that Woodrow Wilson was born in Virginia, but he overcame that embarrassing handicap by becoming Governor of New Jersey, which happily qualified him for the Presidential aristocracy. What is even more significant is that the South is not the only victim of this exclusion. It encompasses also the vast Middle West and West. It is an astonishing fact that since the Civil War no successful nominee for President of the United States except Herbert Hoover (native of Iowa) has come from either South or West of the State of Ohio. The present incumbent

from Missouri was not nominated for the Presidency, of course, having attained the office because of the death of a former Governor of New York.

It would be difficult to imagine a tighter monopoly on the highest office in the land. It is a monopoly created not only by the operation of our political system but also by the Constitution of the United States itself. The Constitution does not specifically deny the office to a citizen of the South or West, of course, but the procedure it established for the election of a President has inexorably set up a political monopoly which virtually confines the nomination to residents of the small northeastern corner of the United States. That procedure is the electoral system.

Under the electoral system the President is elected not by the people themselves but by electors chosen by the people. This would be an unimportant distinction except for the fact that the successful electors then vote *as a unit*, handing over *all* the votes of their respective States to one candidate and none whatever to his competitors, regardless of how evenly divided the popular vote may have been in those States. In practical effect, therefore, 49 per cent of the people may be utterly disfranchised. It is not difficult to realize how vitally important it is for a political party to poll 51 per cent instead of 49 per cent of the vote in the most densely populated States. That volatile and fluctuating 1 per cent, whichever way it swings, will absolutely control vast numbers of electoral votes which spell the difference between victory and defeat.

An eloquent example of this travesty on democratic processes is supplied by the vote of New York in the most recent Presidential election. Since Roosevelt narrowly carried the State over Dewey, most people take for granted that the Democrats polled more votes in New York than the Republicans. Actually, the converse is true. The Republicans polled the greater vote, but because Roosevelt

was likewise the candidate of the small American Labor and Liberal Parties the vote of that minority was barely sufficient to give him the larger total, with the result that he received *all* of New York's 47 electoral votes and Dewey none whatever. The entire Presidential vote of the nation's most heavily populated State was thus capriciously determined by a small group which was not identified with either major political party. The same situation prevailed in greater or less degree in other populous States of the Northeast. Dewey carried Ohio, for example, by only 15,000 votes out of more than three million cast, yet he received all 25 of the State's electoral votes and Roosevelt none at all.

The pernicious effect on our national life of this quaint political system is obvious. To begin with, it causes both political parties to ignore the South completely, not only in their quest for Presidential material but also, and more importantly, in their whole political program. Not only must the chosen candidate be one who could most successfully woo the oscillating minority which swings the total electoral votes of the big States, but his party must likewise support him with the kind of political behavior which would appeal to that minority. If you have often wondered why such great agitation is evident for an FEPC and other so-called liberal legislation in Congress, your answer is here. Neither party cares how anyone in Dallas thinks or votes in a Presidential election, because his personal ballot is immediately absorbed in the 23 electoral votes of Texas which automatically are racked up for the Democratic candidate. But prodigious efforts are made to win the vote of a truck driver in Harlem. It is his ballot that might determine all 47 of the electoral votes of New York and even the national election itself.

And, to repeat, the South is not the only section adversely affected. It is an enlightening truth that since the Civil War *all* the Presidents of the United States except Hoover have been drawn from only four States: Ohio, New York, New Jersey, and Vermont. It is worth noting, also, that the two from Vermont (Arthur and Coolidge) succeeded to the Presidency only because of the deaths of Ohio predecessors; so for practical purposes it can be said that all successful nominees for President since the Civil War, except Hoover, have come from Ohio, New York, and New Jersey. It is an odd political system, indeed, which can rigidly confine the high office of

(Continued on Page 90)



JOHN W. CARPENTER



S. J. HAY



WILLIAM H. EGAN

## Coats Off to the Future!

**Chamber of Commerce Annual Meeting Marks  
Record Growth of Dallas and Rededication  
Of Efforts for Still Greater Development**

**C**HALLENGED anew by an inspiring report of Dallas' accomplishments since V-J Day, some 600 business leaders climaxed the annual membership meeting of the Dallas Chamber of Commerce this month at the Baker Hotel by literally taking their coats off to their city's future.

The dramatic renewal of their determination to work for a still greater Dallas of tomorrow was likewise a tribute to Dallas' achievements of 1947, a year of record-breaking industrial development, marked by a sharp upturn of business indexes in most instances over the previous record-year of 1946.

With its annual dinner, the Dallas Chamber closed its busiest year in a long time, during which more than 1,100 new business enterprises have been established in Dallas.

In the radio dramatization of Dallas' progress since the Japanese surrendered a little over two years ago, which highlighted the banquet program, the businessmen found inspiration for standing and removing their coats by way of rededicating their efforts to city building.

Theme of the drama was the civic battle cry given Dallas' business leaders by the late Dr. George W. Truett at a similar Chamber of Commerce dinner a decade ago—"Hats off to the past; coats off to the future!"

D. A. Hulcy, president of the Dallas Chamber of Commerce, prefaced the presentation of the dramatic story by a cast from Radio Station WFAA by pointing out that, while "Dallas is looking ahead and its eyes are focused on today's opportunities and tomorrow's challenges, inspiration is to be found in a backward

glance, for Dallas owes a distinct debt to its early businessmen."

"They set a pattern for growth that has distinguished this city from any other in the Southwest," he explained. "They left their mark, not solely in stable business development, but in the fostering of a philosophy that civic consciousness, unity of sentiment, charity toward all that is worthwhile would mold a city which this region and our nation would be proud.

"It seems as if it were only yesterday that Dr. George W. Truett stood in this very same spot—speaking to an annual meeting of the Dallas Chamber of Commerce—and gave us that great civic battlecry: 'Hats off to the past; coats off to the future!' Tonight, let's take a look at some of Dallas' yesterdays, and perhaps we'll find a revitalized faith in Dallas' tomorrow."

Seven new Chamber directors, chosen during membership balloting by mail, were announced at the annual meeting. Elected for three-year terms, they are: John W. Carpenter, president of the





WALTER PREHN



R. L. THORNTON



EDGAR L. FLIPPEN

Texas Power & Light Company; William H. Egan, president-treasurer of The Egan Company; Edgar L. Flippen, president of the First National Bank; P. B. (Jack) Garrett, president of the Texas Bank & Trust Company; S. J. Hay, president of the Great National Life Insurance Company; Walter Prehn, general manager of the Southwestern Bell Telephone Company; and R. L. Thornton, chairman of the board, Mercantile National Bank.

Retiring members of the board are: Theo P. Beasley, president of the Republic National Life Insurance Company; Milton Brown, president of the Mercantile National Bank; W. B. Clayton, vice president of the General Electric Company; Stanley Marcus, executive vice president of Neiman-Marcus Company; B. F. McLain, general manager of the Hart Furniture Company; Clyde L. Stewart, division commercial superintendent for the Southwestern Bell Telephone Company; and James K. Wilson, head of James K. Wilson Company.

Two surprise industrial announcements made at the dinner were those reporting the purchase of a 25-acre site by the Champion Spark Plug Company for a manufacturing plant and of nearly 50 acres by Safeway Stores, Inc., for a food distributing center.

Announcement of Champion's selec-

tion of Dallas as a location for its initial decentralization move was made by James F. Lewis, vice president and purchasing agent of the spark plug manufacturing concern, who was a guest of honor at the dinner.

Announcement of the Safeway project, involving the construction of separate grocery, meat and produce warehouses, a garage, and other units when building costs and other factors are more favorable, was made a part of the climax of the dramatic recital of Dallas' progress.

The dramatic story of Dallas' emergence from the war and the problems of reconversion into an increasingly important position as the Southwest's dominant city, despite the forebodings of some economists and statisticians who neglected to add Dallas spirit to their formulas of prediction, was concluded with a reminder by the commentator of some of the great problems that Dallas has assumed in becoming a great city.

"While we think of our yesterdays, we must consider the problems of our tomorrows; do you know what kind of problems we must take our coats off to?" he asked. Punctuated voices in the skit were heard to reply:

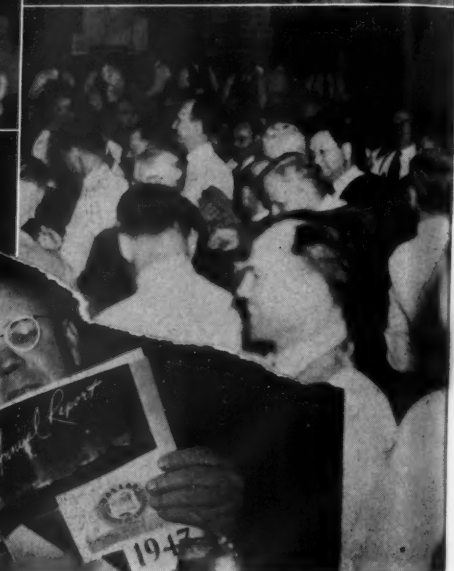
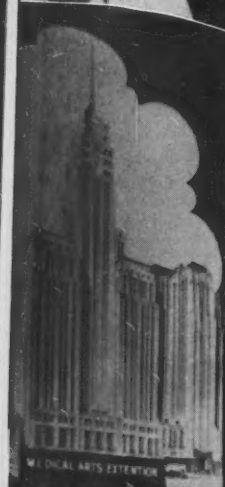
"Dallas must be kept clean, healthy, and wholesome!"

(Continued on Page 13)



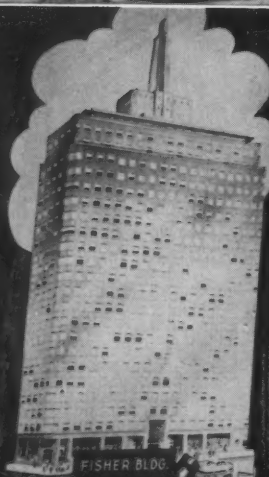
P. B. (JACK) GARRETT

# COATS OFF TO THE FUTURE



—Photos by Thomas K. Cone, Jr.

**SCENES** at the annual dinner of the Dallas Chamber of Commerce show, top, left, members of the staff of Radio Station WFAA presenting a 30-minute radio dramatization of Dallas' record of progress since V-J Day; left to right, center, left, George Waverley Briggs, Dallas Chamber national councilor; Earle Wyatt and W. G. Vollmer, Chamber directors; center, right, James F. Lewis, vice president of the Champion Spark Plug Company, left, and D. A. Hulcy, Chamber president, who presided, pictured looking over the annual report of 1947 activities of the Chamber, copies of which were distributed to all those attending the dinner; and bottom, left to right, O. S. Bogges, Chamber director; Mr. Lewis, shown making the announcement that the Champion Spark Plug Company has decided to locate a branch plant in Dallas County; and Mr. Hulcy. Scenes pictured at right, top and center, show the dramatic close of the meeting when the business leaders joined President Hulcy in taking their coats off to the future of Dallas. Graphic evidence of Dallas' development was a display on a huge curtain hung behind the speakers' table of "blowups" of architects' drawings of six office buildings now under construction or projected for Dallas, pointed to as representative of Dallas' heavy volume of building construction. The buildings exhibited were the Fisher Building, Mercantile Securities Building, Monroe Building, Medical Arts Extension, Merchants Bank Building, and M. & W. Tower.



## Annual Meeting (Continued from Page 11)

"The government of Dallas must be kept clean!"

"The old-time Dallas spirit must be sold to new Dallas citizens!"

"We must plan for a Dallas of 750,000 people by 1957!"

"We must have water and utilities and traffic-ways!"

"We must have faster transportation... more parks and playgrounds... more hospitals... more schools!"

"We must have more planned industrial districts... factories... warehouses!"

"More than anything, we need homes... Dallas homes for three quarters of a million people by 1957!"

The commentator summed up by pointing out that with each mention in the radio dramatization of a particular yesterday in Dallas' growth, there was talk of hope for the future of the city.

"There was talk of men who literally took their coats off to the future and made that hope a reality," he declared. "This city was founded and made great by men who never looked at a problem without wanting to lick it. Think of how they made this city what it is in the comparatively short time of 106 years. Some of these men were those who fought to preserve a free land in which a free Dallas could grow. Others were men of vision who served in public office, men who knew the value of a 'coats off' attitude toward the future. Others were, like most of you listening tonight, men of business.

"Gentlemen, take a look at the man next to you," the commentator continued. "Take a look at the man across the table. These are the sort of men who have risked capital, who have applied skill, who have also, in their way, fought for and led a city to greatness. You know, don't you, what Dr. George W. Truett meant when he said, 'Hats off to the past, coats off to the future'?"

"You have heard your challenge for the future. Are you willing to face that challenge? Are you willing to take your coats off to the future? Are you willing to actually take your coats off now as a dedication of all your efforts to the future of Dallas?"

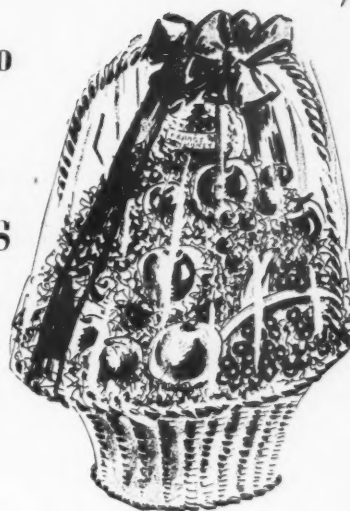
Standing and coatless, the Dallas busi-

(Continued on Page 85)

★

## SAY "Merry Christmas" to EMPLOYEES... BUSINESS FRIENDS ... and CUSTOMERS

Christmas shopping the easy  
way... simply mail us  
your gift list and your own  
personal cards... we do  
the rest...



1. FRUIT BASKETS, gaily decorated, filled with various fruits in season, **\$5.00, \$7.50, \$10.00** and up
2. GRAPEFRUIT GIFT BOXES, beautiful Christmas packed, 12 to box in shipping containers, if desired
 

White Seedless . . . . .	<b>2.00</b> Box
Pink Seedless . . . . .	<b>2.50</b> Box
Ruby Red Seedless . . . . .	<b>2.75</b> Box
3. STRAWBERRY PRESERVES, 5-lb. Clever Wooden Buckets of whole Louisiana strawberries . . . . . **\$5.75** lb.
4. VIRGINIA BAKED HAMS, approx. 10-lb. . **\$2.25** lb.
5. SMOKED TURKEYS, 8 or 10 lbs. . . . . **\$1.75** lb.
6. LIQUEUR GIFTS, gift wrapped, all kinds, at popular prices
7. ASSORTED CHEESE BOXES, containing many fine, rare cheese packages . . . . . **\$2.95**
8. MARTHA ANN GIFT BOXES, overflowing with Christmasy goodies: fruit cakes, many glacé fruit peels, nuts, and conserves

Junior Box . . . . .	<b>\$ 9.25</b>
Regular Box . . . . .	<b>13.95</b>
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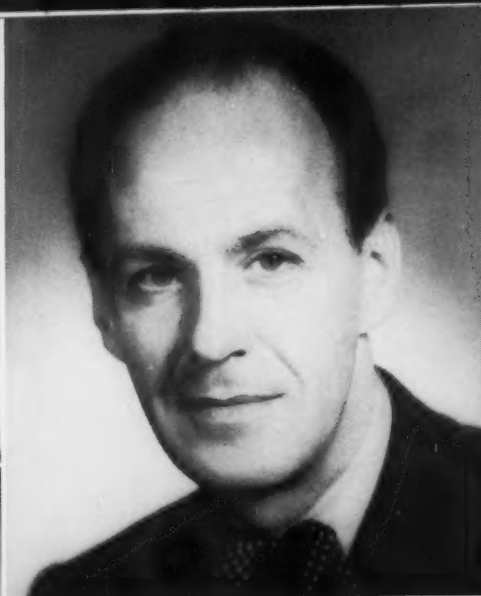
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# Theatre '47



**T**HEATRE '47, the civic-sponsored, non-profit repertory theater which attracted national attention to Dallas in its initial season last summer, has opened its winter season. It will run continuously through March 30.

Eugene McDermott, Dallas geologist and president of the theater's board of trustees, has announced that eight plays will be produced during the 20 weeks, directed by Margo Jones, distinguished director of the New York stage.

Permission for the continued use of the Gulf Oil Theater in Fair Park has been granted by the Gulf Oil Corporation, the State Fair of Texas, and the Dallas Park Board. The acting company was brought from the New York and California stages.

The 10-week summer season of Theatre '47 in Dallas set a precedent in the American entertainment world. The theater became a mecca for Dallas playgoers and for visitors from many towns in Texas, Oklahoma, Louisiana, and as far away as Kansas. Distinguished theatrical producers and critics of New York and California flew to Dallas to see the productions. Among them were Brooks Atkinson, critic of the "New York Times"; George Freedley, critic of the "New York Telegraph"; Vinton Freedley, Sherman and Marjorie Ewing, Broadway producers; Gilmor Brown, director of the Pasadena Playhouse; Jo Mielziner, New York theater scenic designer; and Milton Lewis of Hollywood, Paramount Studios executive.

Dallas will achieve further recognition on Broadway next season when Tennessee Williams' new play, "Summer and Smoke," is to be produced and directed by Margo Jones between Dallas seasons. This play received its world premiere at Theatre '47 last summer and Dallasites had the opportunity of seeing it in advance of its New York production. The play was hailed by local and visiting critics as a smash hit and a long run has been prophesied for it when it reaches Broadway.

Theatre '47 is the first theater in the country operating as a non-profit, civic theater using professional actors and presenting new plays and classics in repertory. Many metropolitan cities have written asking how the Dallas theater was established so that they might establish similar ones.

The theater is governed by a civic board of trustees, similar to the boards which direct the Symphony Orchestra, Starlight Operetta, Art Association and other civic entertainment and cultural institutions. The acting company is engaged chiefly in New York.

A fund to establish the theater was raised through gifts of community leaders, in the interest of giving Dallas this civic asset. With the initial investment for lights, stage equipment, and other essentials provided out of the fund, the theater is now self-maintaining, paying all operating expenses out of box office income.

Drama lovers from all over Texas and from many towns in Oklahoma and Louisiana are coming to Dallas to see the Theatre '47 productions. Fort Worth is heavily represented in audience attendance. Other Texas towns from which season reservations have been received include Abilene, Commerce, Corsicana, Denton, Paris, Sherman, Terrell, Waco, and Wichita Falls. Single performance orders have come from scores of other towns.

Because of the small size of the Gulf Theater, which will not accommodate a conventional stage, plays are produced "in the round." In

**THEATRE '47 PLAYERS** for the current season, pictured on the opposite page, include, left to right, top row, Mary Finney, Wilson Brooks, and Frances Waller; second row, Vaughan Glaser, George Mitchell, and Tod Andrews; left, bottom, Katherine Squire; and bottom row, Jack Warden, Rebecca Hargis, and Clinton Anderson. Shown at top, right, is a scene from Ibsen's "The Master Builder," opening production of the present season, picturing Wilson Brooks as Halvard Solness and Frances Waller as Hilda Wangel. Members of the production staff of Theatre '47, shown at right, are Margo Jones, second from top, managing director; Jonathan Seymour, second from bottom, production manager; and Marshall Yokelson, bottom, lighting director.

**DALLAS • DECEMBER, 1947**



this medium, the stage is located in the center of the auditorium, with the audience seated on all four sides.

The eight plays for the winter season include five new scripts and three classics. The November productions were: "The Master Builder," by Henrik Ibsen, and a group of short plays by Tennessee Williams. The subsequent production will be: "Throng o' Scarlet," a new play by Vivian Connell, Irish novelist and dramatist; December 15 to 27, "The Taming of the Shrew," by William Shakespeare; December 29 to January 10, "Lempe's Old Man," a new play by Manning Gu-

rian; January 12 to 24, a new play to be announced; January 29 to February 7, "Candida," by George Bernard Shaw; February 9 to 21, a new play to be announced; and February 23 to March 30, Repertory Festival, repeating four of the above plays.

Actors who played in the summer season and have returned this winter are Tod Andrews, Wilson Brooks, Rebecca Hargis, Clinton Anderson, and Jack Warden. New members of the company are Vaughan Glaser, veteran character actor of the New York stage and Hollywood motion pictures; Frances Waller, who

appeared on Broadway in "Deep Are the Roots"; Katherine Squire of "Chicken Every Sunday" in New York, George Mitchell of "The Patriots" in New York, and Mary Finney of the Pasadena Playhouse and West Coast theaters.

The theater staff includes Manning Gurian, business manager, formerly of the Rogers and Hammerstein offices in New York; Jonathan Seymour, production manager; J. B. Adoue III, company manager; Marshall Yokelson, technical director; and Marilyn Putnam, technical assistant.

Each play runs for two weeks with performances every evening, Monday through Saturday, and matinees Wednesdays and Saturdays. There will be no performances on Sundays.

The box office is located in the Baker Hotel Bookshop, 215 South Akard. Ticket prices, including tax, are \$1.80, matinees, and \$2.50, evenings. Season tickets are \$14.40, matinees, and \$20, evenings.



## His Pack Is Full . . .

Stepping softly, he places its bounty under the tree on Christmas Eve; smiling broadly, he joins in the happiness of the family circle on Christmas Morn. And as the joyous laughter of little children rings sweet and clear above the Yuletide bells, his heart is full.

For he is a Southland Man, and from his heart flows the love and devotion that assures a full pack for Santa Claus...the foresight and

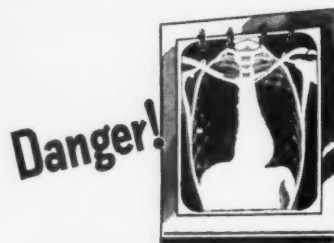
sound judgment that guarantees the lasting protection of all that is most cherished of hearth and home.

That is why he knows so well the problems facing YOU in the protection of your loved ones...in the security of their future and your own for all the Christmases to come.

His wise counsel is at your command throughout the year.

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## Nathan Adams Lauded For Civic Leadership

**T**HE guest of honor at a dinner given by the Dallas Chamber of Commerce, Nathan Adams was felicitated by more than 500 of his friends who gathered in the Grand Ballroom of the Hotel Adolphus last month to pay tribute to him for 60 years of community service.

As principal spokesman for the well-wishers of the white-haired, 79-year-old chairman of the board of the First National Bank, Colonel Alvin M. Owsley acclaimed him as "the most distinguished private citizen this section of the nation has produced in any generation."

"Since Mr. Adams started out here as a banker in 1888, the accomplishments and progress of Dallas, and the Southwest, have in a large measure centered around this amazing man," he said. "Everyone has looked upon him as a leader in money matters."

D. A. Hulcy, Chamber president, who presided, declared: "I believe Mr. Adams, who performed colossal civic service when he was a young man, has assumed more responsibilities and burdens as he has grown older. There's no telling what monumental tasks he will be tackling 10 years from now."

As a token of esteem from his friends, Mr. Hulcy presented Mr. Adams with a huge silver soup tureen.

"I hope that I shall always be able to do my best for Dallas," Mr. Adams responded.



**TITLED "FIRST CITIZEN"** of Dallas at a testimonial dinner last month sponsored by the Dallas Chamber of Commerce, Nathan Adams (inset) is pictured hearing a tribute from Colonel Alvin M. Owsley, top; recalling for D. A. Hulcy, Dallas Chamber president, early-day community accomplishments, center; and receiving congratulations from a fellow-banker, Fred F. Florence, president of the Republic National Bank, bottom.



# 1948 TAX CALENDAR

Dallas City and County, State of Texas and Federal

Prepared by FRED F. ALFORD & COMPANY, Certified Public Accountants

The most important taxes on individuals, partnerships, and corporations located in Dallas, Texas, based on the laws in effect as of January 1, 1948, are shown in the following Tax Calendar. The calendar will serve as a reminder of the due date of reports and tax payments.

Date	See Notes	DESCRIPTION	Report to be Filed with or Tax Paid to
<b>January</b>			
		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	File amended declaration of individual 1947 income tax (Form No. 1040-ES) if prior estimate is not within 80% of final tax.	Collector of Internal Revenue, Dallas, Texas
15	(b)	Pay final installment of individual (estimated) 1947 income tax, or, in lieu thereof, file income tax return for 1947 (Form 1040) and pay balance of tax due.	Collector of Internal Revenue, Dallas, Texas
31		File employer's final return of income taxes withheld in 1947 (Form W-1), together with statements of income tax withheld on wages (Form W-2), and reconciliation (Form W-3).	Collector of Internal Revenue, Dallas, Texas
31		Furnish receipt to employee on Form W-2 (in duplicate), showing wages paid and amount of tax withheld during the calendar year 1947.	
31	(c)	File 1947 annual federal unemployment insurance tax return (Form 940) and pay at least first quarterly installment.	Collector of Internal Revenue, Dallas, Texas
31		File old age benefit tax return (Form SS-1a) for last calendar quarter of 1947, and pay tax.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
31	(c)	File employer's quarterly contribution and wage report (Form TUCC-3) for last calendar quarter of 1947, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
31		Pay poll tax.	County Assessor and Collector
31		Pay 1947 City of Dallas property taxes, unless tax is being paid in installments.	City Assessor and Collector
31		Pay 1947 State and County property taxes, unless tax is being paid in installments.	County Assessor and Collector
<b>February</b>			
		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15		File annual information return (Forms 1096 and 1099) for payments not subject to withholding of \$500.00 or more; dividends of \$100.00 or more. This Form is not required with respect to wage payments from which federal income tax has been withheld and reported on Form W-2 to the Collector of Internal Revenue.	Commissioner of Internal Revenue c/o Processing Division, New York, N. Y.
<b>March</b>			
		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	File 1947 partnership return (Form 1065).	Collector of Internal Revenue, Dallas, Texas
15	(b)	File 1947 fiduciary return (Form 1041).	Collector of Internal Revenue, Dallas, Texas
15	(b)	File 1947 corporation income tax return (Form 1120), and pay at least 1/4 of tax due.	Collector of Internal Revenue, Dallas, Texas
15		File 1947 gift tax return (Form 709) and pay tax thereon.	Collector of Internal Revenue, Dallas, Texas

Notes: (a) Required to be made on or before the 10th day of each month following a month in which more than \$100.00 of tax is withheld. Employer, at his election, may remit the tax withheld during the last month of the calendar quarter direct to the Collector with the quarterly return instead of paying it to the government depository. If \$100.00 or less is collected in a month, no payment for such month need be made until the quarterly return is filed. See January 31, April 30, July 31, and October 31.

(b) Applies to calendar year taxpayers.

Returns made by taxpayers using a fiscal year must be made on or before the 15th day of the third month of the fiscal year. For declaration and payment of estimated tax of individuals on a fiscal year basis; taxpayer files declaration and pays at least one-fourth of the estimated tax on or before the 15th day of the third month of the fiscal year.

An exception is made to farmers for filing declarations and paying estimated tax. They are given until January 15th of the succeeding year to file declaration. The total amount of the estimated tax must be paid when return is filed.

(c) Employers of eight or more individuals are subject to this tax.

Date	See Notes	DESCRIPTION	Report to be Filed with or Tax Paid to
<b>March (Continued)</b>		<b>Federal (Continued)</b>	
15	(b)	File individual income tax return for calendar year 1947 (Form 1040 or withholding receipt Form W-2). Any excess of tax shown on Form 1040 over amounts withheld and paid in 1947 must be paid at time of filing return. Any balance due on Form W-2 will be billed to the taxpayer by the Collector of Internal Revenue. In the event of a credit on either Form, refund will be made by the Collector or credit allowed on 1948 taxes.	Collector of Internal Revenue, Dallas, Texas
15	(b)	File declaration of individual (estimated) income tax for calendar year 1948 (Form 1040-ES), and pay first installment of estimated tax. Amendments to first declaration may be made as late as January 15th of the succeeding year.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
15		File 1948 corporation state franchise tax return. Tax to be paid not later than May 1, 1948.	Secretary of State, Austin, Texas
31		Last day for listing real and personal property for city taxes, year 1948.	City Assessor and Collector
<b>April</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
30		File quarterly return of income taxes withheld on wages (Form W-1).	Collector of Internal Revenue, Dallas, Texas
30		File old age benefit tax return (Form SS-1a) for first calendar quarter of 1948 and pay tax.	Collector of Internal Revenue, Dallas, Texas
30	(c)	Pay second quarterly installment of 1947 federal unemployment insurance tax.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
1		Pay motor vehicle license.	County Assessor and Collector
30		Pay second installment of City of Dallas 1947 property taxes.	City Assessor and Collector
30		Last day for listing real and personal property for State and County taxes, year 1948, and claim homestead exemption.	County Assessor and Collector
30	(c)	File employer's quarterly contribution and wage report (Form TUCC-3) for first calendar quarter of 1948, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
<b>May</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
		<b>State</b>	
1		State of Texas franchise tax is delinquent if not paid by this date.	Secretary of State, Austin, Texas
<b>June</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	Pay second installment of 1947 corporation income tax.	Collector of Internal Revenue, Dallas, Texas
15	(b)	Pay second installment of individual (estimated) 1948 income tax.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
30		Pay second installment of State and County 1947 property taxes.	County Assessor and Collector
<b>July</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury

- Notes:** (a) Required to be made on or before the 10th day of each month following a month in which more than \$100.00 of tax is withheld. Employer, at his election, may remit the tax withheld during the last month of the calendar quarter direct to the Collector with the quarterly return instead of paying it to the government depository. If \$100.00 or less is collected in a month, no payment for such month need be made until the quarterly return is filed. See January 31, April 30, July 31, and October 31.
- (b) Applies to calendar year taxpayers.  
Returns made by taxpayers using a fiscal year must be made on or before the 15th day of the third month of the fiscal year. For declaration and payment of estimated tax of individuals on a fiscal year basis; taxpayer files declaration and pays as least one-fourth of the estimated tax on or before the 15th day of the third month of the fiscal year.  
An exception is made to farmers for filing declarations and paying estimated tax. They are given until January 15th of the succeeding year to file declaration. The total amount of the estimated tax must be paid when return is filed.
- (c) Employers of eight or more individuals are subject to this tax.



Date	See Notes	DESCRIPTION	Report to be Filed with or Tax Paid to
<b>July (Continued)</b>		<b>Federal (Continued)</b>	
31		File quarterly return of income taxes withheld on wages (Form W-1).	Collector of Internal Revenue, Dallas, Texas
31		File old age benefit tax return (Form SS-1a) for second quarter of 1948, and pay tax.	Collector of Internal Revenue, Dallas, Texas
31	(c)	Pay third quarterly installment of 1947 federal unemployment insurance tax.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
31	(c)	File employer's quarterly contribution and wage report (Form TUCC-3) for second calendar quarter of 1948, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
<b>August</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
<b>September</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	Pay third installment of 1947 corporation income tax.	Collector of Internal Revenue, Dallas, Texas
15	(b)	Pay third installment of individual (estimated) 1948 income tax.	Collector of Internal Revenue, Dallas, Texas
<b>October</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
31		File quarterly return of income taxes withheld on wages (Form W-1).	Collector of Internal Revenue, Dallas, Texas
31		File old age benefit tax return (Form SS-1a) for third calendar quarter of 1948 and pay tax.	Collector of Internal Revenue, Dallas, Texas
31	(c)	Pay last quarterly installment of 1947 federal unemployment insurance tax.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
31	(c)	File employer's quarterly contribution and wage report (Form TUCC-3) for third calendar quarter of 1948, and pay the tax.	Texas Unemployment Compensation Commission, Austin, Texas
<b>November</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
		<b>State</b>	
30		If 1/2 of the City of Dallas property taxes are paid by November 30, 1948; second 1/2 is due on or before April 30, 1949; otherwise entire tax is due on or before January 31, 1949.	City Assessor and Collector
30		If 1/2 of County and State property taxes are paid by November 30, 1948; second 1/2 is due on or before June 30, 1949; otherwise entire tax is due on or before January 31, 1949.	County Assessor and Collector
<b>December</b>		<b>Federal</b>	
10	(a)	Pay income taxes withheld on wages to government depository.	Depository bank authorized by the Secretary of the Treasury
15	(b)	Pay final installment of 1947 corporation income tax.	Collector of Internal Revenue, Dallas, Texas
		<b>State</b>	
31		File application for license to operate stores or mercantile establishments—(chain store tax return). Tax is due at time of filing return.	Comptroller of Public Accounts, Austin, Texas

Notes: (a) Required to be made on or before the 10th day of each month following a month in which more than \$100.00 of tax is withheld. Employer, at his election, may remit the tax withheld during the last month of the calendar quarter direct to the Collector with the quarterly return instead of paying it to the government depository. If \$100.00 or less is collected in a month, no payment for such month need be made until the quarterly return is filed. See January 31, April 30, July 31, and October 31.

(b) Applies to calendar year taxpayers.

Returns made by taxpayers using a fiscal year must be made on or before the 15th day of the third month of the fiscal year. For declaration and payment of estimated tax of individuals on a fiscal year basis; taxpayer files declaration and pays at least one-fourth of the estimated tax on or before the 15th day of the third month of the fiscal year.

An exception is made to farmers for filing declarations and paying estimated tax. They are given until January 15th of the succeeding year to file declaration. The total amount of the estimated tax must be paid when return is filed.

(c) Employers of eight or more individuals are subject to this tax.



## Veterans in City Building Honored by Kiwanis Club

**D**ALLAS' veterans in city building were saluted last month by the Kiwanis Club, and a number of them were guests of honor at the organization's luncheon held in observance of Pioneers' Day.

As principal speaker for the occasion, R. L. Thornton, chairman of the board of

the Mercantile National Bank, paid tribute to the city's founders and said that Dallas has had its leadership through the years in the high type of its young men.

"This has given Dallas a decided advantage over neighboring towns that are as old," Mr. Thornton explained. "None of these towns, including Dallas, had any material natural advantage, and yet Dallas grew and the others have gradually become little more than ghost towns.

"One thing has been an asset to Dallas that most people probably have not ever considered: During its first 60 or 70 years of growth, Dallas had not a single extremely wealthy man. Not one or two persons stood out, but every young man had his chance to be a leader. As a result, many of them were successful and prospered, and made Dallas possibly the greatest city in the United States to be so young.

"Every man who has had his business in Dallas for more than a few years has helped to build this city. It's potential today is as great as the hopes and efforts of its citizens."

Recognized for their contribution to Dallas' growth through activity in the Dallas Chamber of Commerce, the special

**CIVIC APPRECIATION** luncheon of the Kiwanis Club spotlighted, left to right, Charles Verschoyle, Arthur Kramer, William S. Henson, Frank Kidd; Fred C. Marth, secretary of A. Harris & Company and co-chairman with Jesse O. Yeorgan, manager, Fakes & Company, of the committee in charge of arrangements for the luncheon; R. G. McCord, general manager of the mail order division of Sears, Roebuck & Company and Kiwanis president; J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce; Alphonso Ragland, and R. L. Thornton.

luncheon guests included Alphonso Ragland, head of Metropolitan Business College; Frank Kidd, secretary-treasurer of Graham-Brown Shoe Company; William S. Henson, head of William S. Henson, Inc.; Arthur Kramer, president of A. Harris & Company; and Charles Verschoyle, retired insurance man.

### Cover Shows Unusual Christmas Packaging Of Dallas Retailers

Dallas is famed nationally for the artistry of the wrappings that adorn the Christmas packages that come from its stores. The variety and uniqueness of design being employed by Dallas retailers in wrapping their 1947 packages is reflected on the cover of this issue of DALLAS, on which are reproduced various package treatments including those of Dreyfuss & Son, W. A. Green Company, A. Harris & Company, E. M. Kahn & Company, LaMode Ready-to-Wear, Neiman-Marcus Company, Sanger Brothers, Sears, Roebuck & Company, Titcher-Goettinger Company, and Volk Brothers Company.

### Merry Christmas

We extend our best wishes and greetings to our many friends and customers. We look forward to serving you in the coming year as we have in the past.

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# Stewart Office Supply Observing 35th Anniversary

THE roll top office desk was still popular but on its way out when the Stewart Office Supply Company was founded in 1912, with offices in the Praetorian Building.

Now celebrating its thirty-fifth anniversary, the Stewart firm occupies its own three-story building at 1523 Commerce Street, with its operations extending over two of the floors and also a basement and mezzanine. Additional space was acquired last year at 2026 Commerce Street for a warehouse and an office to handle mimeograph equipment sales and service.

Stewart Office Supply Company had its beginning when W. Neill Stewart, Sr., founder and president, started selling office supplies in a small room in the Praetorian Building. The business prospered, with the result that the need for more space made necessary several moves before the company occupied in 1929 the present Stewart Building. From the Praetorian Building, the firm moved in 1914 to third-floor quarters in the structure at 1523 Commerce, then known as the Sam



**ANNIVERSARY POSTER** used to mark the thirty-fifth birthday of the Stewart Office Supply Company is pictured being displayed by W. Neill Stewart, Sr., founder and president of the firm.

Houston Life Insurance Company Building, next in 1916 to a ground-floor location at 1921 Main, and then in 1918 to a two-story building at 1919 Main, which it occupied until removal to the building it now owns.

When founded, the company had two employees. Today, a staff of more than 60 persons conducts its operations. Ernest M. Stewart, Sr., a brother of the founder, is vice president of the Stewart Office Supply Company. J. Harold Cude is vice president and W. Neill Stewart, Jr., is secretary.

One of Dallas' most modern stores today, the Stewart Supply Company offers a complete line of office supplies, equipment, and accessories, with stocks to outfit an office of any size. Nationally known products represented in the Stewart stocks include the A. B. Dick Mimeograph brand of duplicating machines, Doten-Dunton office furniture, Standard desks, Gunlocke chairs, Yawman and Erbe steel office furniture, Columbia carbons and ribbons, Southworth brand typewriter paper, and writing equipment produced by many firms including the Schaeffer Company, Parker Pen Company, Eversharp, and Esterbrook Pen Company.

HERMAN PHILIPSON is president of the newly organized Downtown Merchants' Association of Dallas, formed by managers of women's specialty stores and allied lines. FRED BARON is vice president and LOUIS GLICK is secretary-treasurer.

## REAL ESTATE INVESTMENTS

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## Kansas City Businessmen Guests at Chamber Dinner

**O**N a tour of major cities in Texas, Louisiana, and Oklahoma, some 50 business leaders of Kansas City stopped in Dallas last month to get firsthand the story of the community's post-war industrial growth.

Headed by Mayor William E. Kemp, the Kansas City men were guests of the Dallas Chamber of Commerce at a reception and a dinner at the Baker Hotel. There they compared business notes with Dallas financial and industrial leaders

WILLIAM J. JAMES has been appointed Southwestern sales and merchandising manager at Dallas for the California Cling Peach Advisory Board and will supervise operations in a seven-state area for the marketing and merchandising organization.

who were on hand as hosts.

The Southern Business Tour of 10 cities was made by special train under sponsorship of the Chamber of Commerce of Kansas City. In the delegation were Kearney Wornall, vice president of the City National Bank and Trust Company and president of the Kansas City Chamber, and George W. Catts, executive manager of the Kansas City Chamber.

The Kansas Citians made the tour to

CHARLES E. PARR, who started with Sherwin-Williams Company in 1941 in the wholesale division and returned to the organization after three years in the Navy, has been advanced to assistant manager of the retail store at 1702 Pacific.

**HOSTS AND GUESTS** at a reception and dinner of the Dallas Chamber of Commerce honoring a delegation of Kansas City business leaders in Dallas last month on a tour of the Southwest included, left to right, at left, Guy Draper, manager of the Oak Cliff Chamber of Commerce; J. Ben Critz, vice president and general manager of the Dallas Chamber of Commerce; George W. Catts, executive manager of the Chamber of Commerce of Kansas City; and D. Hodson Lewis, regional manager at Dallas for the Chamber of Commerce of the United States; and at right, Mayor William E. Kemp of Kansas City; B. F. McLain, past president of the Dallas Chamber; and Kearney Wornall, Kansas City Chamber president. Pictured in inset are Richard Haughton, head of Haughton Brothers, Printers, and Rex Lentz, director of special services for the Mercantile National Bank.

discuss mutual problems with businessmen in the three-state area and in the interest of improving trade relations between Kansas City and cities in the Southwest.

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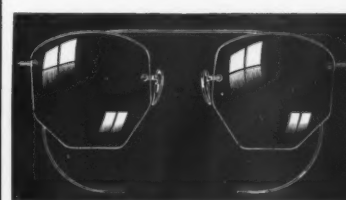
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# Rotary Chorus Helps Publicize Dallas

A COMMUNITY booster nation-wide is the Male Chorus of the Dallas Rotary Club, comprised of some 50 business and professional men, who recently opened their third season with a concert at a Rotary membership luncheon.

Founded and carried on for pleasure, the glee club of non-professionals has developed, however, into an unique singing organization of professional caliber, which has helped to publicize Dallas with concerts at the Atlantic City and San Francisco international conventions of Rotary. The chorus has also been heard at the Denver Civic Center, in the Mormon Tabernacle in Salt Lake City, and at district and club meetings of Rotary throughout the Southwest.

Members of the chorus are pictured at bottom as they appeared at the Dallas Rotary Club luncheon. At top, left to right, are shown Ligon Smith, accompanist; Hubert B. Kaszynski, director; and Clyde B. Melville, who linked the program of old favorites with a humorous continuity, which he wrote and delivered. The group picture shows, left to right, first row, Paul James, Ray Goodson, C. T. Dean, Ralph Currie, John Parker, Chad Ogden, Charles Newman, Charles Thomas, Ed Zimmerman, Walter J. Allan, James Enochs, Robert W. Thompson, Thomas Williams, George Marchmont, Nolan Browne, W. D. Trotter, Bruner Penniman, A. G. Dibble, and Mr. Melville; and second row, John E. Williams, Ralph Innes, Fred Clarke, H. G. Spruce, Robert Watson, Jack Alexander, Robert Lorenz, Ray Foley, T. K. Johnston, L. E. Delf, B. C. Morris, Jack Harrison, Frank Larson, Roy Scott, Henry Christopher, and Hart Miller.





## Magnolia Seed Company Celebrates 25th Birthday

**RETAIL OUTLET** of Magnolia Seed Company at Ervay and Pacific is under the management of Mrs. Evalyn Webb, who is pictured taking inventory of her stock of flower seeds. The store has customers throughout the Southwest. Shown at left at the wholesale unit are Herman Power, left, seed processor, and Owen Right, Magnolia warehouse superintendent, weighing up bushel bags of golden wax beans for distribution to retail dealers.

**T**WENTY-FIVE years ago, Magnolia Seed Company opened its doors for business at 1025 Elm Street with some \$6,000 of capital and a lot of confidence

### Peter Paul Opening Dallas Candy Plant

Peter Paul, Inc., of Naugatuck, Conn., one of the nation's top producers of candy bars, will launch Southwestern operations at Dallas soon after January 1 in a 33,000-square-foot plant formerly occupied by the Hollywood Manufacturing Company at 6124 Denton Drive.

Sale of the factory building on a 3-acre tract has been made to Peter Paul by the Texas Textile Mills for approximately \$200,000. Workmen are now altering the building to conform to the requirements of the candy manufacturing firm.

Peter Paul, whose two big sellers are Almond Joys and Mounds, did a \$21,000,000 national business in 1946. Its line also includes Walnettos, Chocolettos, and Charcoal Gum.

Hollywood Manufacturing Company, a producer of dresses, is now located in a temporary factory near the structure sold to Peter Paul. Construction of a new plant is planned soon to house the Hollywood concern.

on the part of its founders that it could profitably serve the Dallas Southwest.

From its inception, the firm has been serving both the retail and wholesale market, and both divisions have expanded tremendously in the two and a half decades that have followed their modest beginning.

The great demand for seeds for defense and victory gardens and the current trend towards small farming in the Dallas area have helped Magnolia Seed Company grow from the \$6,000 original investment to an operation approaching a million dollar sales volume annually.

Mrs. A. V. Lawrence, president of the firm, has watched her company outgrow several locations and finally have to build

a warehouse-wholesale plant at 2407 K Street as well as open a large retail store at Pacific Avenue and North Ervay Street.

The retail store, under the supervision of Mrs. Evalyn Webb as manager, not only carries Magnolia brand seeds but also handles gardening tools, herbs, western and Mexican motif china and copperware, pet foods and equipment, flower and ivy cuttings, and poultry supplies.

Besides Mrs. Lawrence, officers of the Magnolia Seed Company include R. F. Dugan, Sr., chairman of the board of directors; E. W. Fager, vice president and sales manager; and R. F. Dugan, Jr., secretary-treasurer. F. E. Dean is manager of the wholesale division.



E. W. FAGER



MRS. A. V. LAWRENCE



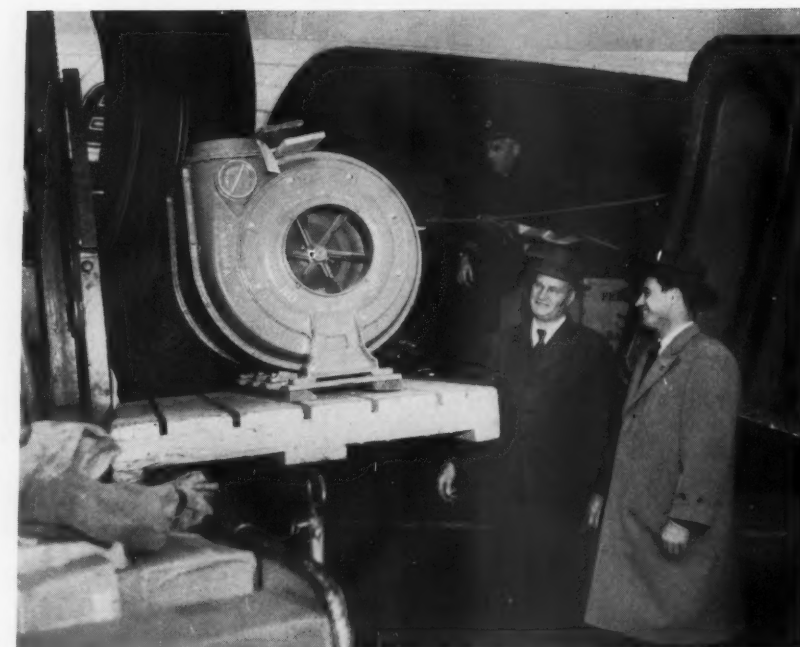
# Delta Starts Cargo Flight From Dallas

**I**NAUGURATION by Delta Air Lines last month of its first all-cargo flight originating in Texas and operating between Dallas and Atlanta makes it possible for products from the Dallas area to be delivered the same day of shipment in Jackson, Miss., and Birmingham, Ala.

The new Delta service was started with formal ceremonies at Love Field, at which the Dallas Chamber of Commerce was represented by the vice chairman of its aviation committee—Alphonso Ragland, Jr.

The Delta C-47 cargo plane will operate daily, except Sunday and Monday, leaving Dallas at 1 p.m. and arriving in Atlanta at 7:20 p.m., with two scheduled stops—in Jackson and Birmingham. The flight will permit first morning delivery of Dallas merchandise in Atlanta and other Georgia, Florida, and South Carolina cities on the Delta system.

The return flight leaves Atlanta at 2:30 a.m., arriving in Birmingham at 2:40 a.m., Jackson at 4:04 a.m., and Dallas at 6:46 a.m., making possible early morning



**INITIAL CARGO** lifted aboard a Delta Air Lines C-47 airfreighter to launch Delta's first all-cargo service out of Dallas last month was the 885-pound Murray double-cutting fan, a vital component of a cotton gin, shown being loaded while John Graves, center, general traffic and transportation manager for the Murray Company, and Alphonso Ragland, Jr., right, vice chairman of the Aviation Committee of the Dallas Chamber of Commerce, look on. Captain Fred Ball of Delta is pictured supervising the loading of the fan, which was destined for Atlanta.

delivery to Dallas freight receivers. A 5 by 7-foot door on the new cargo ship facilitates the loading of large and bulky pieces of freight. Airfreight shippers have

the option of delivering their goods to the airport or making use of Delta's door-to-door pick-up service, said Asher Lane, Dallas city traffic manager for Delta.

THOMAS H. PIPKIN, formerly sales representative and development engineer for the Dearborn Stove Company at Dallas, has been named special sales representative for commercial non-aviation products of Texas Engineering and Manufacturing Company.

A. L. RAGLE, formerly a member of the sales engineering staff of the Dallas Power & Light Company, has been named the first Dallas field representative of the Guardian Life Insurance Company of New York, which recently began operations in Texas.

N. J. (JACK) WHETSTONE, formerly assistant circulation manager of the "Abilene Reporter-News" and later supervisor in control for the Menasco Manufacturing Company, Burbank, Calif., previous to 30 months in the Armed Forces, has been named assistant secretary of the Texas Cottonseed Crushers' Association.

LESLIE J. DUNCAN, formerly of Oklahoma City, who has been in life insurance for 24 years, has been named general agent in Dallas for the Pan-American Life Insurance Company, with offices in 1611-1612 Tower Petroleum Building. WALTER P. CRISLER, formerly manager for the company in Dallas, will be associate general agent.

The Dallas branch of the General Tire Company, under charge of DISTRICT MANAGER A. B. NICHOLS, has moved from 2504 South Ervay to larger quarters in a remodeled structure at 2500 Holmes.

## ENTERTAINMENT

### *Is Our Business!*

Whatever the occasion, you can turn your entertainment problems over to Joan Frank Productions, secure in the knowledge that every detail will be perfect. Top-flight entertainment perfectly staged and presented, in our complete "Package Productions," and music for any occasion... from a strolling troubadour to a nationally famous, name band. Just give our service a trial, and learn why we are called "Dallas' Only Complete Theatrical Agency."

"14 Years in Dallas"



# We've Been Absorbing the Spirit of Dallas



**W**e like the friendly, aggressive, pioneer spirit of Dallas Southwest. During the quarter of a century our plants have grown and prospered in this fast-expanding community we believe we have absorbed some of that spirit.

As one of your neighbors, with a good neighbor's aims and ambitions, we are doing our bit to help make life a little richer and better for all who live and work here.

As pioneers in your own right, we believe that Dallas Southwest families appreciate this Com-

pany's pioneering, such as bringing job security to Dallas men and women.

A number of years ago Procter & Gamble inaugurated a Guarantee of Employment Plan. Through assuring employees 48 weeks' work a year, this plan protects your P & G neighbors against layoffs. But its benefits extend far beyond the security of P & G workers. Steady work means regular pay—to buy and furnish homes, to pay the grocer, the doctor, the landlord—regular pay to re-invest in the future of Dallas.



**PROCTER & GAMBLE**  
PARTNERS WITH DALLAS FOR  
A QUARTER CENTURY

The National Association  
of  
Commercial Organization Secretaries

AWARDS TO  
CHAMBER OF COMMERCE  
OF  
DALLAS, TEXAS  
*This Certificate of Merit*  
AS WINNER OF  
*First Place*  
MAGAZINE DIVISION  
IN THE  
*1947 Nacos Publications Contest*  
FOR THE EXCELLENCE OF ITS PUBLICATION  
"DALLAS MAGAZINE"



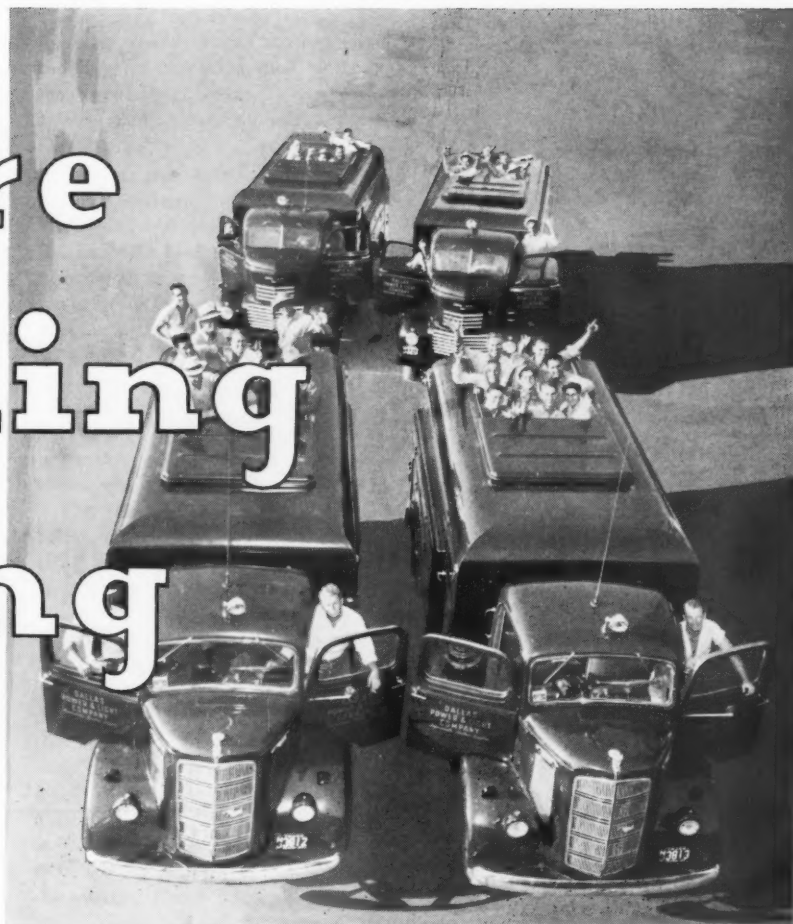
*Paul H. Williams*  
President  
*Louis B. Lundberg*  
Chairman, Publications Contest Committee  
*Frank Fogarty*  
Chairman, Committee of Judges  
*Elizabeth A. Stern*  
Executive Secretary

**DALLAS Selected  
Nation's Leading  
C. of C. Magazine**

Selected as America's top-ranking Chamber of Commerce magazine, DALLAS has been presented with the certificate of merit, shown above, awarded by the National Association of Commercial Secretaries. DALLAS was judged first-place winner in the 1947 NACOS competition for "consistent effectiveness in doing a Chamber of Commerce job," with such factors being considered in relation to this objective as typography, layout, editorial style, and content.



# We're Rolling Along



## to maintain *Your Dependable Electric Service*

A vital part of our \$40,000,000 expansion program to keep your service dependable is the improvement of our transportation equipment. The newly acquired, modern line-trucks, shown above, are but a part of our great fleet of vehicles which serves you daily. Equipped with two-way radio these service trucks are rolling workshops, transporting skilled workmen from one section of the city to another, *enabling us to serve you better and faster.*

In every section of the city our expansion program is already under way. Preparations are being made for the installation of two giant generators which will almost double the capacity of our power plants. New substations are being built, distribution lines and underground cables are being extended, larger transformers are being installed. All of this will help us serve you better.

*Although our construction program is being pushed as rapidly as possible, the great new 60,000 kilowatt generator at our Mountain Creek Plant cannot be completed before the spring of 1949. This generator is needed to provide an ample supply of reserve power for Dallas. Meanwhile, we have been able to provide about 16,000 kilowatts of additional power capacity which will be available next summer when the use of electricity reaches its peak. We shall continue doing everything possible to keep electricity ready and waiting for your use.*

## DALLAS POWER & LIGHT COMPANY



Merry  
Christmas

REPUBLIC  
NATIONAL BANK of DALLAS  
CAPITAL AND SURPLUS \$20,000,000... LARGEST IN THE SOUTH  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

DALLAS • DECEMBER, 1947



### The Texas Reader

Edited by C. Stanley Banks and Grace Taylor McMillan. Published by the Naylor Company of Texas. 291 pages. \$3.50.

SOMEONE has said that Texas isn't a state, but a state of mind. This, obviously is true, for Texas is probably the most widely known, discussed, and written about of all the 48 states, since Texans advertise Texas by word of mouth, and that's top publicity in anybody's advertising circle.

It is most fitting that the publishers to the Southwest, the Naylor Company of San Antonio, have published the story of Texas. Here is the biography of the Lone Star State in a one-volume treasury for everyone written by a score of outstanding and capable writers. Here is a Texas history one may read for pleasure and factual information about what is behind the indomitable spirit for which Texas and Texans are so widely known.

This story of Texas begins with the state's discovery, early exploration, and colonization; and then continues with an account of the fight for independence and as a republic, annexation, statehood, and Texas during the Civil War. Life on the frontier is pictured with sidelights on pioneer life, thumbnail biographies of the immortals, legends, folklore, oddities, and pictures. A long line of immortals have marched across the pages of Texas history, each doing his part in contributing to its growth, development, and progress. With an introduction to these

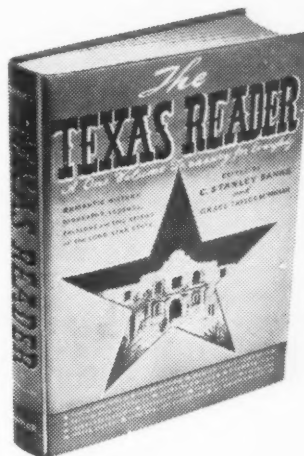
biographical sketches by Jack C. Butterfield, the reader learns the highlights in the lives of the great men who created the Republic of Texas, one of the most amazing and inspiring achievements in all history.

In fact, this anthology is one of the most complete, one-volume books of Texana ever published. "The Texas Reader" is a book that can be picked up at anytime and read by single article or page, or as a story in chronological sequence beginning with Colonel Herbert A. White's "Texas — Yesterday, Today, and Tomorrow" and ending with Stark Young's eleven sonnets on "The Independence." Twelve monthly calendars of important events in Texas history are also scattered throughout the book.

The story of Texas has always been thrilling to both Texans and "foreigners" alike for its great, adventurous, and fabulous past and its progressive future. A book of value, of interest, and of tradition, written by a score of writers covering in 291 pages the broad span that is Texas, is "The Texas Reader." For its most serious and commanding moments, this is a story to read again and again with pride and gratitude to those men who pioneered a great state for a great nation. For romantic and colorful history that reads like fiction from the wild west, for the account of explorations and discoveries about which volumes have been written, for its portrayal of the 18-minute decisive battle of San Jacinto that changed the map of the United States and was the turning point of a whole nation, "The Texas Reader" is well worth reading, particularly by Texans who want to know their state better.—Jerry Porter.

New president of the Dallas County Chiropractic Society is DR. J. P. DALE. DR. S. T. McMURRAIN is vice president and DR. FRANK KELLY is secretary-treasurer.

## For a Texan's Christmas



### The TEXAS READER

\$3.50

C. STANLEY BANKS  
GRACE TAYLOR McMILLAN

*A few of  
the outstanding writers*

- ★ J. Frank Dobie
- ★ Stark Young
- ★ Chris Emmett
- ★ Lona Shawver
- ★ Clarence R. Wharton

Be sure you visit  
St. Nick's Book Booth  
while shopping at

*Presbyterian*  
**BOOK STORE**

1814 MAIN STREET

R-5546



*The Book Corner*

*Baptist*  
**BOOK STORE**  
DALLAS 1, TEXAS

R-3366



# Seventeen Additions Made To Membership of Chamber

**S**EVENTEEN additions to the membership of the Dallas Chamber of Commerce have been announced by Hugh Sawyer, manager of the membership department. They are listed below, together with information regarding their business addresses, firm representatives, and types of business:

**Airway Branches, Inc.**, 911 Cotton Exchange Building; A. J. Vicars; electrical appliances.

**Cohn Garment Company**, 206 Wholesale Merchants Building; Jacob Cohn; dress manufacturers.

**Gittings Studio**, 250 Cedar Springs; B. Artin Haig; portrait photographers.

**Perry Advertising**, 523½ South Ervay; Gerald F. Perry.

**J. W. Mangelsdorf Agency**, 1500 Republic Bank Building; general insurance.

**Thompson Distributing Company of Texas**, 1603 Sullivan Drive; Robert J. Thompson.

**Billups, Wood & Champlin**, 204 Construction Building; Ford L. Billups; certified public accountants.

**Wallis & Taylor**, 4435 Travis; Charles H. Wallis; bookkeeping and tax service.

**Sutton's Gift Shop**, 1804 Elm; Israel Sutton; retail.

**Blue Bonnett Buckle Company**, 905½ West Jefferson Boulevard; Emanuel Rose; manufacturer.

**Murdock Overall Company**, 1611 Marilla; Mack Murdock; clothing manufacturing.

**Riggs Optical Company**, 2100 Bryan; T. J. Mitchell; opticians.

**Francis G. Southworth**, 308½ North Harwood; certified public accountant.

**Mehrten, Smyer & Company**, 302 Andrews Building; Frank W. Mehrten; certified public accountants.

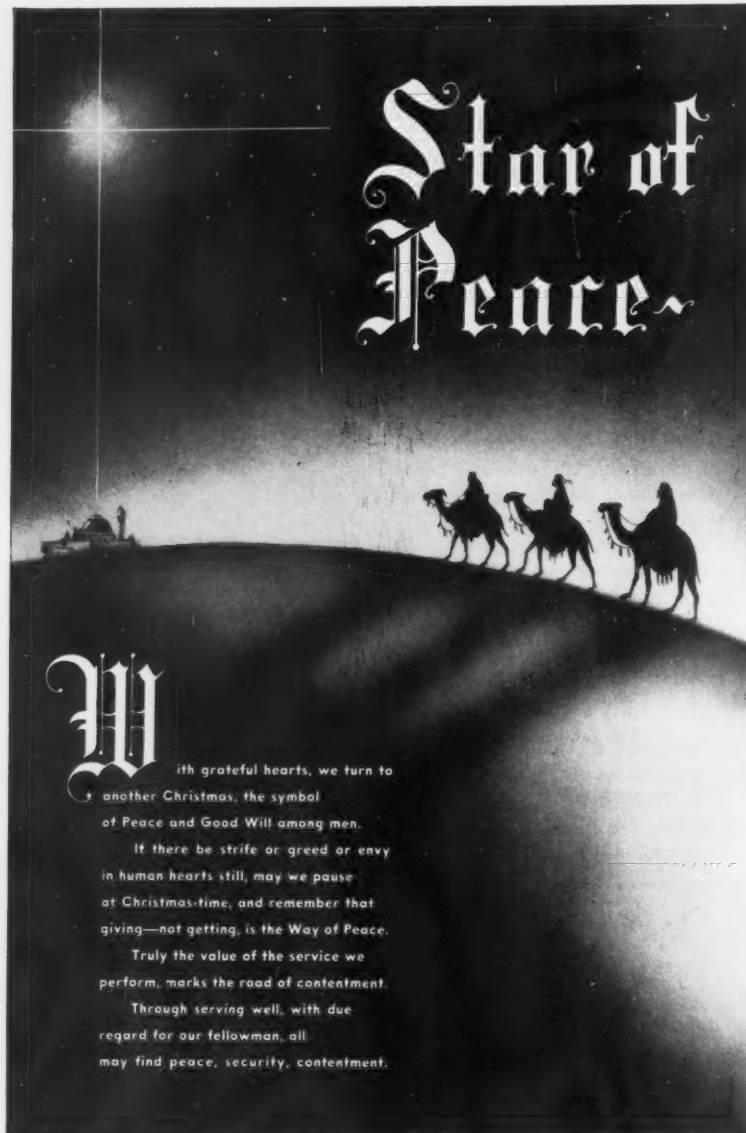
**Jacob E. Decker & Sons, Inc.**, 2227 Griffin; H. C. Beal; packers.

**U. S. Realty Sales, Inc.**, 1114 Main; W. O. Lacefield; real estate and business brokers.

**C. V. Fletcher**, 3116 Cornell; valuation engineer.

JOSEPH GOLDBERG, owner of Gold-Claire Hat Company, Inc., 2012 Commerce, has resigned from RheaLee Stores, Inc., to devote his full time to the manufacture of Gold-Claire hats.

New manager of the decorative galleries at Neiman-Marcus Company is IVAN WOOD THOMPSON, formerly buyer-manager for Bullock's Studio of Interior Design, Los Angeles.



**W**ith grateful hearts, we turn to another Christmas, the symbol of Peace and Good Will among men. If there be strife or greed or envy in human hearts still, may we pause at Christmas-time, and remember that giving—not getting, is the Way of Peace. Truly the value of the service we perform, marks the road of contentment. Through serving well, with due regard for our fellowman, all may find peace, security, contentment.

Published by the RESERVE LOAN LIFE INSURANCE COMPANY OF TEXAS, Dallas, as a greeting and a tribute to insurance people everywhere who, we believe, are devoting lives and careers in sincere and hopeful service to their fellowmen.

\*\*\*\*\*

**GRAYSON GILL**

*Architect and Engineer*

1913 San Jacinto Street

Dallas 1, Texas

**WYATT C. HEDRICK**

*Architect and Engineer*

904 Fort Worth Ave.

Phone C-1246



**simply nothing like it!**

## The Sport Car from England

Gesture supreme for Christmas! What more perfect gift than this classic little car for . . a son or daughter at college . . convenient, spirit-lifting transportation for the man-of-the-house . . dependable and very, very chic for a busy matron! The famous MG



is England's finest, lightweight automobile . . internationally acclaimed as the perfect sport car! Spirited as the wind . . thrilling as a powerful motor boat . . the MG is powered by a 4-cylinder engine that develops 54 hp at 5200 rpm . . has twin

carburetors . . forced-feed engine with reverse . . and the MG gets 35 leather upholstery . . green with green leather . . or black with beige leather . .



lubrication . . hydraulic brakes . . 4-speeds forward miles or more to the gallon! Available in: Red with red

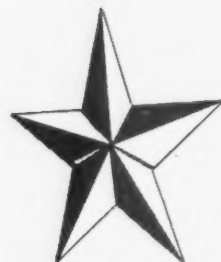
★ IMMEDIATE DELIVERY TO A FORTUNATE FEW!

Safety  Fast!

In our showrooms now!

DALLAS • DECEMBER, 1947

*Merry*



*Christmas*

and a

*Prosperous 1948*

Southwestern Life  
*Insurance Company*

C. F. O'DONNELL, PRESIDENT

HOME OFFICE • DALLAS







# Annual Report

M E M B E R \* 1 9 4 7



*As a Member of*  
THE DALLAS CHAMBER OF COMMERCE  
*We are cooperating with the organized effort of all business and  
professional people who are interested in the advancement of the  
best interest of Dallas—commercial, industrial and civic.*

# 1947





D. A. HULCY

To the  
Members  
of the  
**DALLAS  
CHAMBER OF  
COMMERCE**

**T**HE year 1947 has been an extremely active one for your Dallas Chamber of Commerce.

Never before have we had a busier or more productive year. Many major achievements, industrially and otherwise, can be counted, as will be revealed in the reports on succeeding pages, and numerous other projects have been initiated which are expected to be consummated in 1948.

By any standard, Dallas has advanced far in all lines of community progress—in new jobs and payrolls, in the expansion of existing businesses, in new construction, and in the enlargement of many other advantages, both material and human, that make for growth and progress.

In addition, a most gratifying consequence of the year's work, not always reflected in activity reports, is the growing regard for your Dallas Chamber of Commerce on the part of those who come in contact with it. No other organization is so well constituted or equipped to do for Dallas the things which require organized business effort.

Cities move either forward or backward; they do not stand still. Dallas is what it is today because of its distinguishing, dynamic, civic spirit. Therefore, coincident with completing its projects of the current

year, your Chamber is looking ahead with new plans for a still greater Dallas, its work program projected toward the goal that gains of the present record-breaking year not only must be consolidated and kept but also must be expanded.

For the progress that has been made, I am most grateful to the board of directors, the committees, and the staff of the Chamber for their most effective work, and to the newspapers, radio stations, and all others who have cooperated so generously during the past year.

It would be foolish to say that we have been without many perplexing problems in 1947, for the period of readjustment from war to peace is still with us. It must likewise be recognized that we shall have other problems to solve in 1948. But, in the courage and resourcefulness exhibited by our business leaders during the past year, there is heartening evidence of our ability to solve them.

Thus, with the leadership that our city possesses and with the continuation by the membership of the generous support accorded the Chamber officers and staff in 1947, there need be no limit to the progress that we can make for a better tomorrow for Dallas.

President, Dallas Chamber of Commerce

DALLAS • DECEMBER, 1947

## Report of the

**Dallas Sets  
New Record  
In Building**

**\$6,755,000 Permits  
Last Month Highest  
In City's History**

Dallas building permits reached the all-time high of \$6,755,000 in September. Building permits issued in September were \$6,755,000, the highest in the city's history.

Values placed on building permits are believed by city officials to reflect only about half the actual cost of construction. On that basis the September authorization would amount to about \$13,500,000 and show the trend on the up stroke.

Other large permits in September included: Bath Packing Company, for a building at 2111 Amelia, \$250,000; \$700,000 for the addition to the Dallas Avenue Baptist Church, 3014 Gay-

# GENERAL MANAGER

by J. Ben Critz

**I** READ with more than usual interest the most recent report of the Texas Employment Commission, which stated, and proved with actual figures, that employment in Dallas is higher today than even at the peak employment point during the war, when we had one concern employing about 40,000 workers, and that the Commission has more job openings listed than applicants. This corresponds with our figures and proves that Dallas is steadily growing and expanding on a sound basis.

During the past year, this growth and development has been beyond our most optimistic expectations, and as a result we feel we have had a very satisfactory and successful year at the Dallas Chamber of Commerce.

More of our plans and projects have come to a successful conclusion than in any other year of my 17 years as manager.

Especially have we gone forward in phenomenal strides in our industrial development which is the next and absolutely necessary phase of our development if we are to continue to grow.

The type of industry that we are getting comprises the manufacturers of consumer goods who require the use of many employees, which results in big payrolls.

We are also extremely proud of the accomplishments and expansions of our local industries which are growing in proportion to the growth of our city and are selling their products in all parts of the United States.

I am also glad to report that your Chamber of Commerce has also been able to keep up with this great growth and development of our city. We have the largest membership in our history and are on a sound financial basis.

We are also as ably manned as any Chamber in the country, and the accomplishments of the employees of the Chamber, working together as a happy and efficient team, have built us an enviable reputation all over the United States. These employees are entitled to the respect and support of the people of Dallas. I feel both proud and fortunate to be the manager of such an organization.

The following pages of this report will give you a detailed account of the activities and accomplishments of the Chamber and I hope you will read it carefully.

For its intelligent and sound guidance, I am deeply grateful to the Board of Directors, which also establishes the policies of the Chamber and which is so patient and understanding with the efforts of the staff to carry out those policies. I am likewise grateful to our many committees which aid us so materially in getting the job done; and to our members whose cooperation and support make it possible for us to operate.

J. BEN CRITZ



## Departmental Reports

New All-Time Records Set  
By Dallas Business in 1947



# INDUSTRIAL

by Andrew W. DeShong  
Manager, Industrial Department

SEVERAL of the best-known names in American industry have been added to the roster of Dallas County manufacturing plants during 1947—names such as the Armstrong Cork Company, the Curtiss Candy Company, Peter Paul, Inc., The Todd Company, and "The Wall Street Journal."

Other well-known manufacturers, such as Best Foods, Inc., and The Ruberoid Company have made substantial expansions of their Dallas manufacturing operations.

But some of the most important developments of 1947, however, cannot be included in these lists, or discussed in any manner now, because the principals have not yet released the Dallas Chamber of Commerce from its obligation to keep these projects on a confidential basis. Plans of several other major manufacturers are now virtually complete for the establishment of either production or distribution facilities in Dallas. Some of the 1947 work of the Chamber of Commerce will be reflected in announcements which can be expected during the next six months.

The total number of new business enterprises which began operation in Dallas from January 1 to October was 1,079. By major classification, these new businesses are as follows: Manufacturers, 87; wholesalers, 109; jobbers, brokers and manufacturers' agents, 95; branch offices of national concerns, 9; retail stores and shops, 253; and service businesses and professional services, 526.

It is significant that employment and volume of business transactions stood at all-time high levels in November, 1947, with the impetus of much of this year's industrial growth to be felt months from now when new plants, and additions to existing plants, are manned. The Curtiss Candy Company plant alone, when it begins operations in mid-1948, will provide jobs for an estimated 1,200 workers. The effects of this increased employment, and of other new payrolls assured by the 1947 developments, should expand Dallas County payrolls and business volume considerably next year.

One of the important trends of 1947 has been the consideration given by several major manufacturers, whose operations are now centered in the North and East, to re-location of their plants in Dallas County. This is the first time that such major industrial re-locations have appeared likely. None of these projects is assured yet, but the Chamber's staff has done a great deal of work on these possibilities and the prospects are good that two of the re-locations may be made next year. Heretofore, Dallas' industrial growth has been achieved through the establishment of new enterprises or the location of branch factories of national concerns. Now, for the first time, it seems probable that this growth may be supplemented by manufacturers moving their operations entirely from present locations in the North and East to the Dallas area.

Perhaps the most significant of all the 1947 developments thus far announced was the decision of Dow, Jones and Company, publishers of "The Wall Street Journal," to establish a Southwestern edition at Dallas. As a national, daily business newspaper, "The Wall Street Journal" is both the prophet and the mirror of American industry. Early in the year, the Chamber's Industrial Department began working with officials of "The Wall Street Journal," providing data on which they could base their decision as to the best city in which to print their Southwestern edition. Exhaustive studies proved they could serve a larger percentage of the newspaper's total national circulation, an estimated 18 per cent, with date-of-publication delivery from Dallas than from any other Southwestern city. As a result, Dow, Jones and Company has taken a 20-year lease on a new building being erected at the corner of Young and Poydras Streets, and plans to begin publication in Dallas in March, 1948. Dallas will be the third such publication point for "The Wall Street Journal," with others in New York City and San Francisco.

"The Wall Street Journal's" decision reflects the national

## HOW DALLAS HAS GROWN

Dallas' sound, consistent growth is reflected in the business statistics presented graphically on this and succeeding pages. Indexes for the first ten months of 1947 are compared with those for the corresponding period of 1946 and 1940.

### BANK CLEARINGS

(January-October, inclusive)

1940	\$2,439,117,300
1946	\$7,052,477,200
1947	\$8,570,032,300 (Gain of \$1,517,555,100 or 21.51% over 1946)



interest now focused upon the Southwest, and emphasizes Dallas' advantages as the best point for service to this region.

The services which the Chamber's Industrial Department provided for "The Wall Street Journal" are typical of those extended to any prospective new industry. When the staff obtains data on a prospective industry's special requirements, or factors which will influence location, it prepares a special factual study based upon those specific factors or requirements. During 1947, the department has prepared and submitted to major industrial prospects 14 "briefs" or analysis dealing with Dallas' ability to provide the advantages and conditions they were seeking in their plans to re-locate or to establish branch plants.

Other services of the department for any type of prospective business enterprise include general background information and current statistical data on Dallas and the Southwest; preliminary assistance in locating the building or site required for the new business; and information on sources of supply.

During 1947, the department compiled a new classified directory of Dallas County manufacturing plants; compiled, in collaboration with the Aviation Committee, a special study, "Vital Statistics on Aviation in Dallas," a comprehensive analysis of all phases of the local aviation industry; provided the Dallas County information for a new Texas Manufacturers' Directory, being published by the University of Texas; and prepared several pieces of special promotional literature which were distributed to the country's leading manufacturing companies.

Special emphasis has been placed by the Chamber of Commerce on development of contract manufacturing in Dallas County—production by local manufacturers of goods for other manufacturers. Typical of this service was the staff's success in bringing together the Curtiss Candy Company, with headquarters in Chicago, and the Plastics Manufacturing Company of Dallas. As a result, Plastics Manufacturing Company received a contract for the production of 100,000 plastic cases for counter displays of Curtiss products.

The Industrial Department has maintained an intensive follow-up, by correspondence and personal discussions, with every firm which has ever indicated an active interest in Dallas or the Southwest. It has developed during the year new indications of interest on the part of numerous firms. Of particular importance has been the establishment of a new records system, using key-sort cards, which combines in a single file all general and active prospects; all Dallas County manufacturers; and any type of sales or distribution representation maintained in Dallas by national concerns. The flexibility and selectivity of this system are expected to facilitate greatly the future work of the department. Some time



**TRANSPORTATION ADVANTAGES** offered industry by Dallas' geographic position in the heart of the Dallas Southwest are shown being checked on the map by Andrew W. DeShong, left, manager of the Industrial Department of the Dallas Chamber of Commerce, and E. N. Kerr, assistant manager of the department.

will be required to complete the current compilation of this system; and then the maintenance of it on a current basis will be a continuous operation.

A more detailed summary of the year's major developments in manufacturing and distribution follows:

The Curtiss Candy Company purchased the buildings now housing the home offices, the syrup plant, and local bottling plant of the Dr. Pepper Company, and will obtain possession of the property when Dr. Pepper completes its new plant next year. Curtiss plans to remodel the property into a candy and food products factory representing a total investment of more than \$2,250,000.

Armstrong Cork Company purchased the former Planta-

(Continued on Page 59)

## Dallas Business Statistics (continued)

### BANK DEBITS

(January-October, inclusive)

1940	\$2,544,127,000
1946	\$6,931,790,000
1947	\$8,261,714,000 (Gain of \$1,329,924,000 or 19.18% over 1946)

*Benbrook Reservoir Ceremonies in June  
Opening Step in Trinity Navigation Plans*

# WASHINGTON OFFICE

by Dale Miller

Washington Representative

**T**HE Washington Office of the Dallas Chamber of Commerce experienced in 1947 probably the busiest and most interesting year since its establishment, a host of important, diversified, and complex problems having come within the perimeter of its activity.

With respect to both legislative and departmental matters, the Washington Office of the Dallas Chamber undertook to be of service to the business and civic interests of Dallas, endeavoring to keep its constituency informed on Washington trends, to essay the solution of varied problems involving Federal agencies, and to render a variety of personal services to Dallas businessmen.

In the legislative field, perhaps the most important goal achieved during the year was the passage of an appropriations bill containing substantial funds to initiate construction on three great reservoirs in the Trinity River system: Benbrook, Grapevine, and Lavon. When the bill was first presented to Congress, prospects of securing sufficient funds were bleak. There appeared to be scant hope of overcoming two formidable political obstacles: The insistence of the Democratic Administration that funds be withheld from projects on which construction had not actually begun, and the "economy" program of the Republican Congress. Consequently, the bill as it was first introduced in the House recommended \$1,600,000 for Benbrook Reservoir, inasmuch as construction had barely begun on that single lake in the Trinity system, and no funds whatever were listed for either Grapevine or Lavon. The economy-minded House committee promptly reduced the Benbrook fund to \$1,400,000, and there seemed to be little likelihood that further consideration by Congress of the Trinity program would result in any additional funds.

Nevertheless, supporters of the Trinity program, through perseverance and effective work, achieved a notable victory during the period of several weeks which was required to complete action on this important bill. The full story of this interesting campaign was contained in the September issue of



**JEWELED KEY** to the State Fair of Texas is shown being presented to President Truman by Dale Miller, right, Washington representative of the Dallas Chamber of Commerce, and Attorney General Tom Clark, center.

DALLAS, and requires little repetition here. Suffice to say that the House added \$500,000 for Lavon reservoir, and the Senate added \$500,000 for Grapevine, at the same time restoring the \$1,600,000 figure for Benbrook. There was thus provided a total of \$2,600,000 for immediate construction on three vital reservoirs on the Trinity headwaters near Dallas and Fort Worth. The Washington office of the Dallas Chamber of Commerce was proud to have had a part in this constructive work, and looks forward to 1948 when even greater progress is confidently anticipated.

Because of the continued importance to Dallas and Texas of the community property system, the Washington office of the Chamber kept in close contact with tax legislation throughout the year, not only when Congress was in session but likewise during the recess period when Congressional committees and tax advisory groups continued active in exploratory study of revenue problems. Although no tax laws were enacted during the year, inasmuch as Congress sustained the President's veto, constant vigilance was maintained against suggested legislation inimical to the community property rights of Texas. Fully cognizant of the fact, however, that a revenue bill next year may contain a provision extending the privilege of divided income tax returns to all States, the Washington office of the Chamber has cooperated

(Continued on Page 54)

## Dallas Business Statistics (continued)

### POSTAL RECEIPTS

(January-October, inclusive)

1940	\$3,697,356
1946	\$6,481,332
1947	\$6,956,414 (Gain of \$475,082 or 7.33% over 1946)

*Dallas Trade-Booster Junket  
Will Visit 28 Western Cities*

# MANUFACTURING

**by Mark Hannon**  
Manager, Manufacturers' and  
Wholesalers' Department

**G**REATER diversification of manufacturing and wholesaling operations by reason of a record number of new plants and other facilities established since V-J Day has given the Dallas Manufacturers' and Wholesalers' Association new opportunities for promoting the Dallas Market with an overall program.

There has been a tremendous increase in requests from within and without the regional trade area for information regarding the sources of supply in the Dallas Market. There has been likewise a marked increase in requests from all parts of the country to locate manufacturers of many varied items of merchandise produced of all types of materials.

The Dallas Manufacturers' and Wholesalers' Association cooperated with the Dallas Chamber of Commerce, of which it is a division, and with several leading Dallas concerns in an annual advertising campaign in the 1947 Survey of Buying Power of "Sales Management," designed to promote Dallas and the Dallas Market. The association also published a classified directory of Dallas manufacturers entitled, "Products Made in Dallas." Several thousand copies were distributed throughout the United States.

In response to a long-standing demand, the association also inaugurated an official publication, "The Dallas Market," representative of the entire Dallas Market. A quarterly magazine, its circulation totals more than 11,000 copies going to present customers and potential buyers in the Dallas Market in most every classification. Public acceptance of the initial issue was most gratifying. The second issue will be off the press January 5.

The association published its annual "Key to Buying in Dallas," a classified buyers' guide, listing manufacturers, wholesalers, jobbers, and manufacturers' agents. Some 12,500 copies were distributed to all sections of the nation. In preparation is the 1948 edition scheduled for distribution in January.

The Dallas manufacturers' and wholesalers' group again sponsored a most successful Business Tour through West

Texas and New Mexico, which made many new friends and accounts for the Dallas Market and gave Dallas business firms the opportunity to express their appreciation to long-standing customers in the area visited.

The expense of market advertising in local publications was borne by the association. The advertising space was devoted for the most part to special mention of the various market periods scheduled in Dallas.

The association has directed the expenditure of its funds entirely for publicizing and promoting the Dallas Market, with benefits resulting for every class of wholesale and manufacturing business.

The year's work program will be closed with the association's annual banquet at the Hotel Adolphus December 11.

MARK HANNON



## Dallas Business Statistics (continued)

### NUMBER OF GAS METERS

(As of October 31)

1940	80,438
1946	106,818
1947	114,126 (Gain of 7,308 or 6.84% over 1946)

Central Boulevard Cost  
Total Put at 13 Millions

# HIGHWAYS

by **R. M. Cliff**

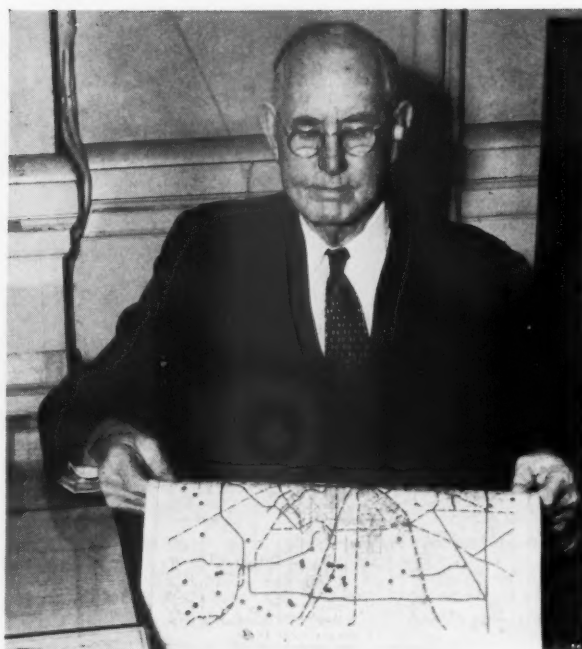
Manager, Highway Department

**T**HE Highway Committee of the Dallas Chamber of Commerce has been extremely active during the past year in lending its facilities for expediting the vast amount of highway construction work now under way in Dallas County.

Two State engineers have been assigned to Dallas County to direct work on two types of projects—expressways and interstate highways. T. E. Huffman, engineer-manager for Central Boulevard and interstate highways such as U. S. 67 east of Dallas, has under his direction projects in the county totaling approximately \$7,300,000 under contracts already let or due to be let early in 1948. M. C. Welborne, district engineer at Dallas for the Texas Highway Department, has under his jurisdiction all Federal highway primary roads and all state highways and farm-to-market roads. He has at this time under contract a total of \$2,125,850 of state and Federal road construction in Dallas County.

Work on U. S. 67 in Dallas County totals \$1,202,200 currently, and contracts to be called for within 60 days will amount to approximately \$907,000, increasing the total to \$2,109,200. The U. S. 67 contracts cover unit 1 work, with the paving to follow during 1948. Additional contracts for work on this highway to complete an interstate type of roadway from the Dallas County line east to Royse City are due to be let in the near future. Work is proceeding on the Central Boulevard expressway under four contracts already let in the amount of \$1,870,300. Plans have been drawn for the letting of a contract for additional construction within a short time estimated to cost \$4,605,300. Plans are also ready for the portion of Central Boulevard extending from McComas Street to Loop 12 (Northwest Highway) but letting of the contract for this section in an additional amount of approximately \$5,605,000 hinges on the removal of railroad tracks.

Among the road projects under the supervision of Mr. Welborne are U. S. 75 from the Holmes Street bridge to Hutchins, U. S. 175 from a mile north of Seagoville to the Dallas County line, resurfacing of U. S. 67 from the intersection with



R. M. CLIFF

U. S. 77 south of Oak Cliff to the Ellis County line. The latter will be a first-class, permanent type of paving 24 feet wide.

Mr. Welborne also has three projects under contract on Loop 12. Other projects expected to be under contract within 60 days will total approximately \$950,000 and will include paving on U. S. 175 from north of Seagoville to the Dallas County line and resurfacing of State Highway 114 from Field Circle to the Tarrant County line. The projects ready for contracts will bring the total work under Mr. Welborne's jurisdiction to \$3,700,000, which coupled with the projects under Mr. Huffman's direction provide a grand total of \$11,003,621 of highway work either contracted or programmed for contracting in a very short time.

Dallas citizens owe a debt of gratitude to these two supervising engineers—Mr. Huffman and Mr. Welborne—who are pushing our highway program just as rapidly as possible, and to the State Highway Commission and its very capable State engineer, D. C. Greer, for the good work being done. We of Dallas should do what we can at all times to cooperate with our state officials in the building of good highways. The

(Continued on Page 56)

## Dallas Business Statistics (continued)

### NUMBER OF WATER METERS

(As of October 31)

1940	80,631
1946	96,852
1947	103,159 (Gain of 6,307 or 6.51 % over 1946)



*Yule Selling Expected  
To Be Biggest*

# RETAILING

by **R. C. Dolbin**

Manager, Retail Department

**T**HE Dallas Retail Merchants' Association, a division of the Dallas Chamber of Commerce, has had a very successful year in 1947. So far this year, the Dallas retail merchants have enjoyed the biggest business in their history and are looking forward to a better Christmas season than in 1946, which was the outstanding year.

The Association has served as a central coordinating agency, through which the city's retail merchants act on matters of common concern. The Association has had such specific objectives as keeping its members informed on everything that affects retailing and taking group action when required; serving as a clearing house of information to its members; striving for improved traffic and parking conditions in the downtown area and working for civic development; studying all legislation affecting retail business and consolidating merchants' strength against harmful measures; fostering friendly relations and better understanding among the retail merchants; encouraging and aiding in the maintenance of sound business practices, and promoting good public relations and strengthening customers' good will.

**Store Hours and Holidays.** There can be little question about the value of uniform store hours. They eliminate confusion in the minds of the public and contribute to more cordial employee relations. The Association has been successful in standardizing schedules of hours for stores of the same general classification.

**Traffic and Parking Survey.** The very future of downtown retail business depends on adequate transportation and convenient parking facilities. For this reason, the Association is taking an active part in the studies now being made by the city officials and Citizens' Traffic Commission and has organized a Downtown Traffic Committee. This is a major problem which requires a great deal of study and joint action. There is no quick solution, but considerable relief can be obtained by the active interest of all concerned.

**Legislative Study.** The most effective means of discouraging and forestalling measures adverse to retail interests is to present a united front and be prepared for collective ac-



R. C. DOLBIN

tion. This is particularly important now when business is almost under constant threat of burdensome and restrictive legislation. The Association at all times makes a study of these legislative matters which affect the retail merchants and endeavors to keep the members at all times thoroughly informed.

**Inter-Store Relations.** Friendly cooperation among merchants usually identifies a progressive city. Through the efforts of the Association, the day of narrow self-interest and distrustful attitude toward competitors is happily vanishing. Successful business communities are built on an exchange of ideas, viewpoints, and genuine desire to be mutually helpful. Good inter-store relations is a vital course for the good of all retailing.

(Continued on Page 531)

## Dallas Business Statistics (continued)

### NUMBER OF TELEPHONES

(As of October 31)

1940	99,880
1946	147,760
1947	166,937 (Gain of 19,177 or 12.97% over 1946)

# CONVENTIONS

by **Z. E. Black**

Manager, Convention Department

**A** 10-LEAGUE step above the previous high mark has been taken in 1947 by Dallas as a convention host.

A total of 1,390 conventions, sales meetings, cooperative marketing periods, and similar events have been recorded this year as compared with 1,300 in 1946.

These meetings have brought some 236,000 visitors to the city. On the basis of an average stay of three days and a \$12 daily expenditure per person, Dallas' 1947 convention guests have deposited a total of approximately \$8,500,000 in the city's business till.

The above total does not include the large proportion of out-of-town guests among the record-breaking attendance of 1,763,921 at the State Fair of Texas. Neither does it take into consideration the attendance at the Starlight Operetta series at Fair Park June 16 through August 24, which brought many visitors to Dallas from a wide area. Nor does it include the visitors in Dallas for the Metropolitan Opera season, the Cotton Bowl New Year's Day football classic, other football games, and similar events.

Twenty-one national or international conventions have been included in the 1947 convention schedule as compared with 11 in 1946. The national meetings this year have included the International Junior Chamber of Commerce, American Association of University Women, American Academy of Pediatrics, National Gasoline Association of America, American Association of Insurance General Agents, the United States Wholesale Grocers' Association, the American Railway Development Association, Civil Service Association of the United States and Canada, National School Food Service Association, National Trailway Association, National Wheel & Rim Association, United Pentecostal Church, National Masonic Relief Association, American Bantam Association, National Association of Postmasters, National Dixie Distributors, the American Amateur Union 1,500-Meter National Junior Swimming Meet, the AAU National Gymnastic Tournament, the AAU National Junior Weight Lifting Tour-

(Continued on Page 59)

**CONVENTION LIST** for Dallas in 1947, shown being checked by Z. E. Black, manager of the Convention Department of Dallas Chamber of Commerce, has been the longest in the city's history.



## Dallas Business Statistics (continued)

### NUMBER OF ELECTRIC METERS

(As of October 31)

1940	90,103
1946	112,640
1947	119,575 (Gain of 6,935 or 6.15% over 1946)

# INFORMATION

by Miss Jay Little  
Manager, Information Department

CASUAL acquaintance with the work of the Information Department of the Dallas Chamber of Commerce may lead one to believe that it is merely a place for the distribution of city and road maps, and descriptive folders on Dallas and other communities.

But its services add up to far more than this, for giving the correct answers to a multiplicity of questions daily, whether it be information about a water moccasin, the name of a speaker before a luncheon club, or when the circus is coming to town, requires that the administrator of the department be something of a human encyclopedia.

With such aids as the daily newspapers, the Texas and World Almanacs, the city directory, an amusement guide, and varied other material, the department is constantly supplying the answers to inquiries that pour in by mail and telephone and are directed to the department personally by scores of callers daily.

Inquirers want to know about many things, and the Information Department has all the data at hand to respond to requests it is repeatedly receiving for information about Dallas' city councilmen and its representatives in Congress and the Texas Legislature, consuls stationed in the city, service clubs and other organizations, Dallas statistics, highways, coming events, and the like.

This past summer was an especially busy period for the Information Department in that vacationers began traveling early in the summer and continued in a steady stream on into the fall. The tourists went East, West, North, and South, some requesting traveling data for extensive scenic trips, others seeking cool spots for relaxation, and many requesting information about dude ranches.

A recent request received by the Department for a map of the United States specified that the one sent should exclude Texas for the reason that a "Texas map is always exaggerated." The writer was sent a U. S. map together with a "Texas

Map and the Rest of the U.S.A. as Seen Through the Eyes of a Texan," the latter being a souvenir of Dallas recently added by the department for distribution.

In providing information service for Dallas citizens, newcomers, and visitors alike, the department this year has responded to 22,112 inquiries by letter and 16,332 by telephone in addition to serving callers at the information desk.

Letters seeking facts about Dallas have come from all parts of the United States and many foreign countries.

MISS JAY LITTLE



## Dallas Business Statistics (continued)

### TOTAL CONSUMPTION OF ELECTRICITY (KWH)

(January-October, inclusive)

1940	261,235,898
1946	475,771,192
1947	600,692,270 (Gain of 124,921,078 or 26.25% over 1946)

CC Launches Member Drive

# MEMBERSHIP

by **Hugh Sawyer**

Manager, Membership Department

**T**HE year 1947 has been no exception. Dallas continued to be one of the best cities in America in which to live and do business.

Some one has said that a Chamber of Commerce reflects a city's personality. There has been ample evidence in the comments of many of our newcomers that your Dallas Chamber of Commerce is doing exactly this.

Extending the hand of welcome to new business and professional people in Dallas is one of the functions of the membership department. To do this job properly, the Lasso Club was established two years ago. During the past year, the club has held a breakfast meeting each month, with new businessmen and new members of the Dallas Chamber of Commerce as guests. Several hundred persons have been welcomed to Dallas and to the membership of the Chamber of Commerce in this manner during 1947, with the result that an inestimable amount of good will has been built for Dallas.

Another goodwill builder used by this department is a letter of welcome mailed weekly to new business concerns. Enclosed with each letter are a copy of the Chamber's Service Bulletin on which the recipient's name appears and other Chamber of Commerce literature. More than 1,000 such letters have been mailed during the current year.

The membership chairman for this year is James K. Wilson, who has given generously of his time to this important work. Under his direction, the Lasso Club and special campaign workers have been on the job all year rounding up new Chamber of Commerce members. As a result of the great amount of time these men have contributed to this work, hundreds of large and small business enterprises and professional men have been added to the membership rolls of your Dallas Chamber of Commerce. By the end of the year, we will have more than 500 new members signed up. The total Chamber membership is now over 4,000.

We have good reason for civic pride in the substantial membership expansion this year, for it reflects the solid, continuous growth of the Dallas Chamber in member strength throughout the years. Our membership workers are proud of



HUGH SAWYER

their part in the progress of the Chamber and of its role in serving as the representative of so many Dallas business and professional people. We have every reason to expect continuous expansion in Chamber membership because Dallas' growth continues along steady, solid, practical lines.

Many member firms have increased their subscription to the Dallas Chamber for next year in response to a mail campaign. The membership department is happy to list them here:

American Beauty Cover Company, Beckett Electric Company, T. J. Bettes Company, Bud Biggs Studio, Blue Diamond Company, Bolanz & Bolanz, Brockles Restaurant, Porter Burgess Company, Burton Florist, Carrington, Gowan, Johnson & Walker, Continental Fire & Casualty Insurance Corporation, Cronk Company, George L. Dahl, Dallas Aviation School, E. I. DuPont de Nemours & Company, Inc., Eagle-Picher Company of Texas, Enterprise, Inc., Equitable Life Assurance Society of the United States, Federal Electric Com-

(Continued on Page 57)

## Dallas Business Statistics (continued)

### TOTAL CONSUMPTION OF NATURAL GAS (MCF)

(January-October, inclusive)

1940	9,632,443.6
1946	13,415,073.1
1947	15,818,246.2 (Gain of 2,403,173.1 or 17.91% over 1946)



World Trade Week  
Observance Set to  
Open Here

# FOREIGN TRADE

Dallas Program to Include Speeches at Meetings of Civic and Business Groups, Elaborate Displays and Radio Talks Stressing International Themes

World Trade Week, May 18 to 24, is an international program designed to focus attention on the importance of maximum development of international trade with the United States.

by Roy Jenkins

Manager, Foreign Trade Department

**A**S THE year 1947 draws to a close, we still find the world in a greatly unsettled condition, its many nations crying for help and finding themselves for the most part in one of two categories: Countries physically wrecked and economically impoverished as a result of the war or those which enjoyed unprecedented prosperity during the war and, having both during the war and subsequently embarked on a spending spree to satisfy individual personal wants at the expense of needed industrial expansion and development of their natural resources, have now either exhausted their funds for the purchase of needed goods or are in the process of doing so.

Therefore, with dollar balances having dwindled and with loans already granted having been drawn upon to an alarming extent, it naturally follows that import controls and exchange restrictions have been and are being drastically tightened. Since dollar shortages in nation after nation have reached the danger point, such controls, which have tended to operate selectively by admitting materials and products required to rehabilitate home production, have grown even more selective to make possible the replenishment of dollar reserves.

The prospect of a buyer's market, the dollar shortage, and the need for the foreign purchaser to make the most of the few dollars obtainable under these conditions daily strengthens the exporter's realization that foreign trade will become increasingly difficult as time goes on or until conditions change.

United States exports, which have now dropped to an annual rate of \$14,000,000,000, reached their peak in May at an annual rate of \$17,000,000,000 to \$18,000,000,000, dropped off 12 per cent in June, and declined another 7 per cent in July. August exports stayed at the July level, or about \$14,000,000,000 to \$15,000,000,000 on an annual basis, but it is believed that they will level off to around \$11,000,000,000 a year.

Latin America is now and is expected to continue to be a \$4,000,000,000 market despite dollar shortages, import con-

trols, the current emphasis on European needs, and the effect on United States economy of the aid extended under the Marshall Plan. August export figures for Latin America were \$303,000,000, or \$5,000,000 over the July total. August United States imports from all Latin American countries approximated \$170,000,000, and U. S. aid to Europe is bound to add millions to Latin America's dollar resources. In addition to undisbursed authorizations to many of the Latin American countries, legislative approval of the Marshall Plan for the Western hemisphere seems likely if the requests for money for Latin America are coupled with effective plans for Western hemisphere defense.

(Continued on Page 57)

ROY JENKINS



## Dallas Business Statistics (continued)

### STREET RAILWAY PASSENGERS

(January-October, inclusive)

1940 39,014,942

1946 88,060,330

1947 82,422,613 (Decrease of 5,637,717 or 6.4% from 1946)

# BANKER ASKS BUSINESS OFFICE FOR CHAMBER

by Sam Tobolowsky

Business Manager

Mrs. Velma Boswell

Cashier

**T**HE accounting department is the heart of any business organization, for through it, at one time or another, must pass every transaction from the largest to the smallest, from the first to the last, of the entire business operation.

The function of the Financial Department of the Dallas Chamber of Commerce during 1947 has been that of any accounting department in any organized business institution: To record the organization's business transactions as systematically and as scientifically as possible and to present their history in the form of a financial statement so that the figures will not be seen just as a series of numerals, decimal points, and dollar marks but so that they will delineate the results rather than merely set forth the figures which prove the results.

SAM TOBOLOWSKY



MRS. VELMA BOSWELL

This financial statement is prepared monthly for presentation to the officers and directors of the Dallas Chamber and consists of a balance sheet showing the assets and liabilities, an income and expense statement showing the receipts and expenditures and any loss or gain, and a detailed comparative statement of budget against actual expenditures not only for the month but cumulative for the months prior.

The budget prepared at the beginning of the year and approved by the Board of Directors takes into consideration all of the fixed charges and other items that fit into the program of work for the year, as well as past performance and estimated income. For the most part the Dallas Chamber has operated within its budget figures, and any deviation from the budget has been primarily due to important, unforeseen factors such as special and emergency items which are apt to arise in a period of such uncertainty as we are now experiencing.

Chamber of Commerce revenues in 1947 have necessarily increased over those of 1946. We have spent large sums of money on the construction work now in process in the building, including alterations and enclosure of stairways and the installation of a new, modern-type elevator, all of which are imperative to the safety and comfort of all. This necessary

(Continued on Page 58)

## Dallas Business Statistics (continued)

### POUNDS OF AIRMAIL ORIGINATED

(January-October, inclusive)

1940	223,337
1946	285,147
1947	355,343 (Gain of 70,196 or 24.61 % over 1946)

Civic Magazine, 25 Years Old,  
Looks Back on Dallas of 1922

# PUBLICITY

by **Clifton Blackmon**  
Manager, Publicity Department

**T**O help sell the advantages and attractions of Dallas and the services and facilities of the Dallas Chamber of Commerce, the Publicity Department has coordinated its activities during 1947 with those of every other department of the Chamber.

Directing its work toward the development of both national and local publicity, the department has sought to make use of every available medium—newspaper, radio, national magazines, folders, maps, and trade and company publications.

A major phase of the publicity program has been directed toward the citizens of Dallas, in the belief that by keeping them fully informed as regards the objectives and achievements of the Dallas Chamber of Commerce, their support for the Chamber can best be obtained. It is recognized that the Dallas Chamber of Commerce is like any other organization. To move forward effectively with its program of work for helping to build a greater Dallas, the Chamber is dependent upon the support of its members in the form of operating funds and voluntary service on committees and in various individual capacities.

In its efforts to keep both the Dallas public generally as well as the Chamber of Commerce membership informed as to the Chamber's operations and its projects, the Publicity Department was accorded continued excellent cooperation by Dallas' newspapers, radio stations, and magazines. News releases covering Chamber activities as well as other community undertakings with which the Chamber has been identified have been furnished to the "Dallas Morning News", "The Daily Times Herald", Radio Stations WFAA, KRLD, WRR, KSKY, KIXL, and KLIF, various trade and company magazines published in Dallas, and other information mediums. These releases have resulted in more than 300 news stories about Chamber activities in the daily newspapers, more than

a score of editorials commenting on the work of the Chamber, and the publication of 55 photographs. The stories and editorials represented more than 2,500 column inches of newspaper space. Dallas Chamber of Commerce news was also reported in generous amount in the newscasts of the Dallas radio stations.

In addition to the space given the Dallas Chamber of Commerce by the local newspapers, more than 200 news items were published in other Texas newspapers, representing more than 1,500 column inches of space. Hundreds of other stories, photographs, and editorials have been published during the year with respect to projects in which the Dallas Chamber is cooperating in one form or another.

The work of the Publicity Department slanted toward keep-

(Continued on Page 55)

**ANOTHER CITATION** is shown being added to many received in recent years by DALLAS Magazine for editorial excellence. Pictured are Thomas J. McHale, left, advertising manager of DALLAS, and Clifton Blackmon, editor.



## Dallas Business Statistics (continued)

### RAILWAY EXPRESS SHIPMENTS HANDLED

(January-October, inclusive)

1940	2,253,201
1946	2,952,818
1947	2,366,215 (Decrease of 586,603 or 19.86% from 1946)

# TRANSPORTATION

by **Sam Goodstein**  
Manager, Transportation Department

**S**UBSTANTIAL increases in freight costs to shippers and receivers of merchandise as the result of rate revisions authorized by the Interstate Commerce Commission have been probably the most significant development in the transportation field in 1947.

The rate revisions range upward from 10 to 25 per cent in various sections of the country, and in many instances have been supplemented by similar percentages of increases granted by state regulatory bodies. Authorization of these increases has been based on evidence submitted by the transportation companies in support of their contention that a raise in freight rates was essential, primarily because of general increases in the wages of employees but also because of increases in the costs of materials and supplies essential to the maintenance of adequate and efficient service.

The last increase, granted in August of this year, was for 10 per cent of charges shown on the freight bill less transportation tax, which was in addition thereto. This is an interim increase and is held pending the outcome of future hearings being conducted throughout the country, the first of this series having been held in Chicago. There will be a hearing later in Fort Worth to give Southwestern interests an opportunity to express their views.

No one can, of course, predict definitely what the result of these hearings will be but it is generally thought that the carriers will in all probability receive a substantial increase above the interim 10 per cent increase that was granted in August.

The question of applying the 10 per cent increase on intrastate business was before the Railroad Commission of Texas last month, and the Transportation Committee of the Dallas Chamber of Commerce, along with other commercial organizations in the state, was represented at the hearing and registered opposition to the granting of the 10 per cent increase. The committee's position is based on the belief that carriers in this section are financially able to operate under existing



**SAM GOODSTEIN**

transportation charges. It is also felt that the state regulatory body should not grant the increase unless carriers fully substantiate the contention that they require this increase to operate in an adequate and efficient manner.

Other matters of general interest in which the Transportation Department participated or was represented by an attorney included the hearing on the application of D. C. Hall for a certificate of public convenience and necessity authorizing extension of operations as a common carrier by motor vehicle of general commodities between Fort Worth and El Paso over U. S. Highway 180, serving the intermediate points of Hobbs and Carlsbad, N.M. The Dallas Chamber of Commerce opposed this application at hearings held before the Interstate Commerce Commission and presented a number of witnesses to testify to the reasons for its opposition. The examiner recommended that the certificate be granted, and the Transportation Committee is now filing exceptions to that report.

Another matter was the application of the T. & P. Motor Transport Company requesting the Interstate Commerce Commission to amend certificates granted to the transport company so as to restrict the merchandise which that company may handle under motor certificates now covering its operations. The Dallas Chamber of Commerce participated in

## **Dallas Business Statistics (continued)**

### **AIR EXPRESS SHIPMENTS DISPATCHED**

(January-October, inclusive)

1940	12,821
1946	28,762
1947	31,219 (Gain of 2,457 or 8.54% over 1946)



the oral argument presented at a hearing and opposed the restrictions suggested. Final decision in this case has not yet been handed down.

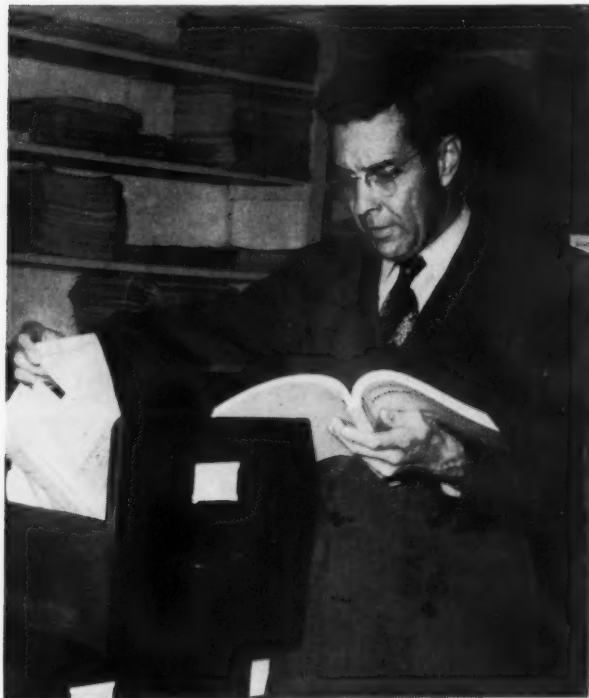
In another case—I. & S. 5470, Transit on Foodstuffs—the Dallas Chamber of Commerce asked for suspension of tariffs granting transit privileges on foodstuffs at Toledo, Ohio, when destined to points in the Southwest, including Texas, and providing an exception to Rule 10 of the Consolidated Classification permitting reduced rates on foodstuffs moving in mixed carloads to the Southwest. Those tariffs were suspended and set for hearing before the Interstate Commerce Commission at Kansas City. The Dallas Chamber of Commerce was represented at the hearing, where evidence in opposition to the suspended tariffs was presented. A proposed report in that case recommends that the transit tariffs be disapproved but that the exception to Rule 10 be permitted to become effective. Exceptions to the latter recommendation are now being prepared for filing with the Interstate Commerce Commission.

Other matters in which the Transportation Committee has

been active during the past year have involved improvement of mail service between Dallas and Palestine and of Pullman service between Dallas and Galveston; the inauguration of through Pullman service between Dallas and Eastern points including Washington, D.C., and New York City; and improvement of express and passenger service between Greenville and Shreveport, La., and intermediate points.

With respect to legislation, the Transportation Committee has during the year opposed the creation of an All-American Airline as detrimental to the interests of individual airline operators; opposed a proposal for a three-year limitation for recovery of undercharges and overcharges by or against common carriers by motor vehicles and freight forwarded, such opposition being based on the belief that the two-year period is sufficient; approved a house bill introduced in the Texas Legislature which would have required carriers to settle within 45 days from receipt thereof of any claim filed for loss or damage of any merchandise, goods, property, and the like and recommending certain penalties for failure to comply with the act; approved a house bill providing a statutory period covering overcharges and undercharges and reparations; opposed a bill that would have prohibited any carrier subject to the Interstate Commerce Act in transporting property between two points from making a difference in charges depending on the point of origin or destination; opposed measures which would have prevented practitioners who are not lawyers from appearing before the Federal regulatory body in behalf of their clients; and opposed a bill introduced to amend the Interstate Commerce Act so as to establish a classification of freight and a scale of class rates adjusted so as not to discriminate among revenues and territories in the United States. It was felt by the committee that this was a matter to be left to the discretion of the Interstate Commerce Commission.

With several thousand tariffs on file covering rail, motor, water, and air transportation, the Transportation Department is equipped to provide the latest information for shippers. During the past year the department has supplied information in response to 5,828 telephone calls, and quoted 2,813 rates by mail and 1,748 by telephone. In order to keep its file of tariffs up-to-date, the department during the year filed 20,428 tariffs, supplements, and loose-leaf papers. It recommended 67 routings and sent 28,010 letters to shippers advising them of proposals before the various carrier bureaus contemplating changes in rates, rules, and regulations, and also advising them of the dispositions made. The department also served 1,053 visitors who called in person for various kinds of information.



ROBERT GREEN  
Chief Clerk, Transportation Department

#### **Dallas Business Statistics (continued)**

### **AIR EXPRESS SHIPMENTS RECEIVED**

(January-October, Inclusive)

1940	19,863
1946	34,632
1947	43,007 (Gain of 8,375 or 24.18% over 1946)

Expert Declares  
Action Needed  
Against Erosion

# AGRICULTURE

Dr. H. H. Bennett, Conservation Adviser,  
U. S. Soil Conservation Service, Explains  
Why Erosion Is a Threat to Texas' Future

by Z. E. Black

**C**OOOPERATING with agricultural leaders and organizations in their efforts to increase farm production and income, the Agricultural and Livestock Committee of the Dallas Chamber of Commerce has completed another year of varied and meritorious activities.

With soil conservation as a major activity, the committee sponsored for the third successive year a regional meeting at the Baker Hotel May 8. As speaker on the topic, "Better Business Through Soil Conservation," Dr. Hugh H. Bennett, Washington, D. C., chief of the Soil Conservation Service, pointed out that erosion is ruining for any further practical cultivation more than 500,000 acres of land in the nation annually. M. K. Thornton, agricultural chemist of the extension service of Texas A. & M. College, spoke on the subject, "Better Health Through Soil Conservation." The North Texas Chapter of Friends of the Land joined with the Chamber's Agricultural and Livestock Committee is sponsoring this meeting.

The Dallas and Fort Worth Chambers of Commerce shared equally the expense of printing 10,000 copies of a comprehensive pamphlet entitled, "Land Owners: Follow This Plan to Improve Your Land." It was prepared by the Dalworth Soil Conservation District and is being distributed to landowners in the district, which embraces all of Dallas and Tarrant Counties and portions of Johnson, Ellis, and Kaufman Counties.

The Agricultural Committee also handled arrangements for the visit by special train on July 14 of a group of bankers and farmers from Louisiana to study soil conservation practices and their results. The visitation was sponsored by the Louisiana Bankers' Association and the Louisiana Soil Conservation District Supervisors. The 165 bankers and farmers were taken in busses to the North Texas Artificial Insemination station on the Holtex Farm and then to the Frank Hamm farm where they saw the results of a soil conservation program that has doubled corn, sorghum, and other grain yields since it was initiated a few years ago. The Dallas

Chamber of Commerce and the Dallas Clearing House Association jointly sponsored a luncheon at the farm. The group then proceeded to Fort Worth, the next stop in their tour of four states covering 1,000 miles. Officials of the tour have written that the two Dallas County farm visits were outstanding highlights of their trip.

Twenty-seven Mexican farmers, representing the Mexican National Federation of Small Landowners, which has a membership of 400,000, visited Dallas July 25 on a tour of Texas in search of livestock and farm implements and to study farming and livestock raising methods. They were guests of Sears, Roebuck & Company at a luncheon. The Agricultural Committee, with the Dallas Hardware & Implement Club cooperating, assisted in their reception and was host at an outdoor dinner at Fair Park, after which they were guests at the Opera Under the Stars.

Through a subcommittee headed by Eugene Butler, the Agricultural Committee assisted in the distribution of the General Farm Lease Plan prepared by Texas A. & M. College with the aid of a strong, state-wide committee. It is believed that the general use of this lease form will materially improve the farm tenancy situation in Texas by making it easier for farm owners to secure and hold good tenants, stimulating soil conservation practices, and offering many other benefits.

Importance of the poultry industry to Dallas and Texas was emphasized in talks and otherwise at "The Egg and I" breakfast and preview of the motion picture of the same name at the Hotel Adolphus July 31. The Agricultural Committee joined in sponsoring this well attended meeting.

A long-range dairy improvement program subcommittee was named early in the year and has started its studies. It comprises R. H. S. Henderson, David Metzger, A. B. Jolley, Ben E. Cabell, Jr., and T. C. Richardson, chairman.

The Agricultural and Livestock Committee has cooperated with County Agricultural Agent A. B. Jolley in several well attended and successful events. Realizing that the dairy industry is of the utmost importance in this area, Mr. Jolley

## Dallas Business Statistics (continued)

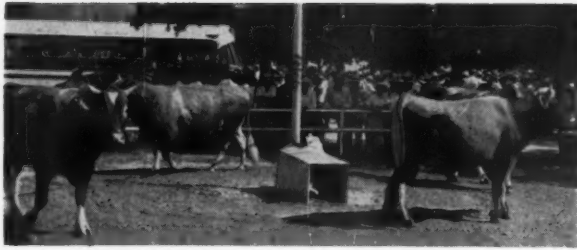
### DOLLAR VALUE OF BUILDING PERMITS

(January-October, inclusive)

1940 \$12,574,955

1946 \$42,695,615

1947 \$48,609,757 (Gain of \$5,914,142 or 13.85% over 1946)



**CHAMPION BULLS** at the station for artificial breeding of cattle at the farm of L. H. Smokler on the Holmes Street Road are pictured walking the exercise "merry-go-round."

and the local milk processing plants sponsored another annual Dairy Day at Fair Park May 6. Youthful dairymen, as well as adults, exhibited their stock, competed for prizes, and heard experts outline the latest methods of feeding and handling dairy cattle. Mr. Jolley also conducted a dairy meeting at the Holtex Farm August 28, addressed by George W. Norwood, technician for the North Texas Artificial Insemination Farm, and by C. G. Gibson, dairy husbandman of the extension service of Texas A. & M. College.

Still another successful meeting handled by Mr. Jolley and the Dalworth Soil Conservation District was a terracing demonstration September 11 on the farm of J. S. Hurst near Lancaster, which has fed four generations of the same family. Farmers were present with their own equipment to build terraces under the supervision of the Soil Conservation Service. The Dallas Hardware & Implement Club joined the Lancaster Chamber of Commerce in providing a luncheon.

The Agricultural Committee assisted in promoting attendance at the annual Field Day program at the Denton Experiment Station May 23 and also at a similar event at the farm near Renner of the Texas State Research Foundation June 27. The committee was strongly represented at two meetings of the North Texas Chapter of Friends of the Land, held in January and June in the auditorium of the Lone Star Gas Company.

Most members of the Agricultural and Livestock Committee have served on various committees of the State Fair of Texas, particularly those pertaining to agriculture, livestock, poultry, and related fields. They also aided in the luncheon served to some 35,000 Future Farmers and Homemakers and 4-H Club boys and girls on the opening day of the Fair.

The secretary of the Agricultural and Livestock Committee also serves as secretary of the Dallas Agricultural Club. This 23-year-old organization is the nation's oldest agri-

cultural luncheon club and its weekly speakers bring the latest information along agricultural lines to the club members.

Personnel of the Agricultural and Livestock Committee of the Dallas Chamber of Commerce includes: Wiley Akins, chairman; A. L. Ward, vice chairman; and E. D. Balcom, A. J. Biggio, Jr., T. L. Bradford, Jr., Frank A. Briggs, Dr. W. G. Brock, Eugene Butler, Ben E. Cabell, Jr., John W. Carpenter, William A. Faught, R. B. George, R. H. S. Henderson, E. C. English, Wallace Jenkins, Cal T. Johnson, A. B. Jolley, H. L. Jennings, George B. Latham, Frank A. Leffingwell, Dr. C. L. Lundell, W. P. Luse, Bailey Malone, Roy McDonald, David Metzger, T. C. Richardson, V. H. Schoffelmayer, J. D. Walton, and Z. E. Black, secretary.

## Retailing

(Continued from Page 43)

**Employees' Training Program.** The Association sponsors two yearly retail training programs in conjunction with the Distributive Education Division of the Dallas Public Evening Schools. These schools are held for the purpose of increasing the efficiency of retail employees through instruction in practical store methods and related educational subjects.

**Exchange of Information.** One of the Association's chief functions is to serve as a clearing house for information on all subjects relating to the retail business. The Association has established contacts with some of the leading retail news services, and has arranged for an exchange of information with many of the nation's important retail trade associations. In all civic and national promotions, the retail merchants have cooperated wholeheartedly. Decoration of the downtown streets for the State Fair of Texas was sponsored by the Association as it has been for the past several years. The Association works in close cooperation with the Dallas Better Business Bureau in helping to keep business and advertising upon a high plane, thus promoting the retail market.

The Association also maintains the Returned Goods Division to do educational work among customers with the object of lowering economic losses due to returned merchandise, thereby lowering the ultimate cost of the merchandise to the consumer.

There have also been many other activities in which the Association has engaged in the past year, including assistance in the Armistice Day celebration, Navy Day and Army Day observances, and the like.

## Dallas Business Statistics (continued)

### TOTAL BANK DEPOSITS

(October Call)

1940	\$310,500,247
1946	\$912,837,863
1947	\$922,541,739 (Gain of \$9,703,387 or 10.62% over 1946)



# SECRETARIAL STAFF

Members of the secretarial staff of the Dallas Chamber of Commerce are pictured on this and succeeding pages.

The staff includes: Mrs. Ruby Allen, Mailing Department; Mrs. Mae Blais, Mailing Department; Miss Mary Fletcher Cavender, editorial assistant in the Publicity Department; Mrs. Pauline Foster, assistant cashier; Miss Margaret Klein, Publicity Department; Mrs. Ethel Kleinman, secretary to the vice president and general manager; Mrs. M. M. McClean, Manufacturers' and Wholesalers' Department; Miss Lorean McKeage, Membership Department; Mrs. Margaret Mann, manager of the Mailing Department; Mrs. Berta Mae Pollock, Industrial Department; Mrs. Juanita Reid, PBX board operator; Mrs. Alice Roberts, Convention, Retail, and Highway Departments; and Mrs. Sue Terry, Industrial Department.

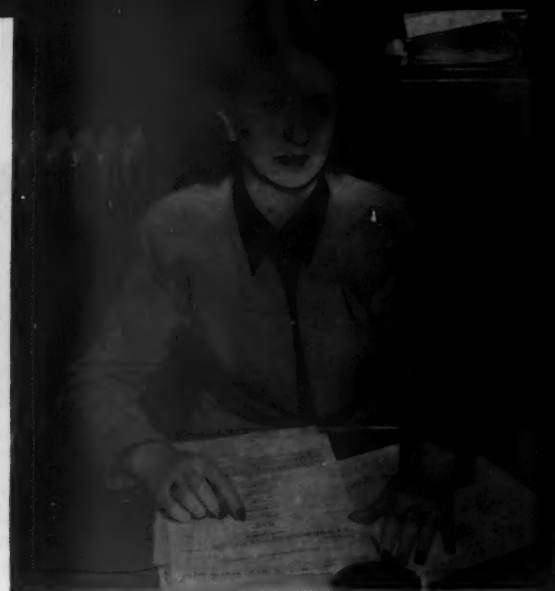
## Washington Office

(Continued from Page 40)

closely throughout the year with tax authorities of community property States in developing a general tax equalization program to be presented to Congress as a constructive solution of inequities existing in the Federal tax structure. A detailed account of this activity was contained in the July issue of DALLAS. Suffice to say here that the interests of community property States were protected during 1947, and it is probable that a Federal revenue act in 1948 will achieve a general equalization of taxes in the income, estate, and gift tax fields.

Other legislative activities included careful analysis of a wide variety of measures proposed in Congress which were of general or specific interest to Dallas and Texas. Copies of bills, committee reports, hearings, and other legislative documents were supplied throughout the year to interested individuals in Dallas. The position of the Dallas Chamber of Commerce with respect to specific legislation was conveyed to the appropriate committees of the Congress, and when necessary the Washington representative of the Chamber appeared before Congressional committees and other official groups to set forth the Dallas position.

MISS LOREAN McKEAGE



MRS. ETHEL KLEINMAN

In the departmental field, the Washington office of the Dallas Chamber performed heterogeneous duties, acting as a liaison between the business and civic interests of Dallas and the many Federal agencies. To enumerate only a few, close contact was maintained with the Reconstruction Finance Corporation with regard to successful applications for industrial loans for Dallas business; with the Veterans' Administration on matters affecting the Branch Office and proposed new hospital in Dallas; with the Navy Department on problems affecting the Naval Air Station in Dallas and other related matters; with the Civil Aeronautics Board with respect to obtaining new air service for Dallas and improving existing services; with the War Assets Administration with regard to the disposition of surplus property and in particular with respect to the effective utilization of important war plants in the Dallas area; with the Bureau of Customs on matters involving improvement of service in Dallas; with the Soil Conservation Service and the United States Geological Survey on problems affecting the Trinity river watershed, with the Census Bureau in obtaining population studies and statistics; with the Civilian Production Administration in

MRS. PAULINE FOSTER







MRS. M. M. McCLEAN



MISS MARY FLETCHER CAVENDER (left) and MISS MARGARET KLEIN

securing permits for the erection of important office buildings in Dallas; with the United States Army Corps of Engineers on flood control and related activities in the Dallas area; and with many other Federal agencies with jurisdiction over a variety of activities of interest and importance to the people of Dallas.

The Washington office of the Dallas Chamber cooperated closely with the United States Chamber of Commerce, and Washington offices of other local Chambers of Commerce, with respect to legislation and departmental problems of mutual interest. Assistance was rendered Dallas organizations and institutions, such as the Junior Chamber of Commerce in developing the International Congress held in Dallas early this year, and the State Fair of Texas in handling problems which involved individuals in Washington and agencies of the Government. Cooperation was likewise extended to many other Texas communities in various matters having to do with the general economic progress of the Southwest.

Not all the activities of the Washington office of the Dallas Chamber of Commerce are confined to Washington. Trips were made during the year to New York and other important Eastern points to develop contacts with many important in-

dustries, large and small, which are likely sooner or later to establish branch factories or offices in Dallas to serve the great Southwest. The Chamber's Washington office likewise continued to disseminate useful information on Dallas' impressive economic growth and prospects for the future.

Almost daily throughout the year, of course, personal services were rendered Dallas businessmen by the Washington office of the Dallas Chamber of Commerce, such as procuring departmental reports, handling and routing applications through Federal agencies, arranging appointments and business and social functions, assisting in hotel and travel reservations, and other diversified services.

### Publicity

(Continued from Page 49)

ing Dallas before the industrial and commercial world as a great place to work, to live, and to play took the form of articles released to publications of state, regional, and national circulation, data compiled for staff-written articles in magazines, photographs and data submitted to trade and company publications, and material about Dallas for use in advertisements, publicity releases sent out by other organizations



MRS. ALICE ROBERTS



MRS. JUANITA REID



MRS. MAE BLAIS



MRS. BERTA MAE POLLOCK (left) and MRS. SUE TERRY

and business concerns, radio programs, booklets, and folders.

The department's activity designed to obtain constructive publicity for Dallas in the state, regional, and national fields has resulted in the appearance during 1947 of articles in such publications as the "Banking Journal" of the American Bankers' Association, "Texas Week", "West Texas Today", "Advertising Age", "News and Views", "Tool Engineer", "Holton Recorder", "Cathedral Builder", "Texas Industry", "Wholesale Grocers' News", "Texas Bar Journal", "Southwestern Retailer", "Texas Butane News", "Parade Magazine", "Frederich Press", "TCCM News", "Tide", "Banking", "American Builder", "Armstrong Reporter", "Honolulu Star-Bulletin", "Investor's Reader", "Southern Advertising and Publishing", "Manufacturers' Record", "NACOS News", "Sales Management", "Wall Street Journal", "Business Week", "Time", and "Newsweek".

The Dallas Chamber of Commerce also makes use of its own magazine, DALLAS, in seeking to keep its membership informed about its work. Publication of DALLAS is the responsibility of the staff of the Publicity Department.

Three times during this year DALLAS has been honored with certificates of award from three different organizations. In October, DALLAS was selected as America's top-ranking Chamber of Commerce magazine in the 1947 competition of the National Association of Commercial Organization Secretaries. In competition with Chamber magazines throughout the country, DALLAS was judged first-place winner for "consistent effectiveness in doing a Chamber of Commerce job", with such factors being considered in relation to this objective as typography, layout, editorial style, and content.

Earlier in the year, DALLAS was the recipient of a citation from the International Council of Industrial Editors for excellence of execution as one of the nation's leading industrial publications. The ICIE judges, who examined more than 700

magazines published in the United States and Canada in making the awards to top publications, awarded a certificate to DALLAS "in recognition of exceptional accomplishment in achievement of purpose, excellence of editorial content, and effectiveness of design." DALLAS was also presented with a certificate by the Dallas County Chapter of the American Red Cross for the best cover used by any Dallas County publication in support of the 1947 campaign of the Red Cross.

Published monthly and containing articles on both Chamber activities and of business generally, DALLAS is used both within the community and throughout the nation as an integral part of the Chamber's program for selling Dallas. DALLAS is distributed to a large number of industrial prospects throughout the country so as to strengthen their interest in the Dallas area. DALLAS is closing the year with a surplus of revenue over expenses.

The Publicity Department was active during the year along advertising lines. It again coordinated the so-called "Dallas package" in the 1947 Survey of Buying Power of "Sales Management", comprising a series of advertisements telling the story of Dallas' industrial advantages in which the Dallas Chamber of Commerce was joined by the First National Bank, Mercantile National Bank, the Lone Star Gas Company, the Dallas Power & Light Company, the "Dallas Morning News", the "Dallas Times Herald", the Dallas Manufacturers' and Wholesalers' Association, and Luscombe Airplane Corporation. The "package" comprised full-page ads grouped together, each telling a specific phase of Dallas' industrial advantages.

Chamber advertisements appeared during the year in such other publications as "The Wall Street Journal", the yearbook of the "Ginners' Journal", "Scene", and the "Blue Book of Southern Progress".

Seldom does a day pass without the Publicity Department assisting in some way various associations and individual companies in publicity matters, notably in the case of new concerns moving to Dallas and in connection with conventions. It has loaned numerous engravings and photographs to editors of company, trade, and other publications. It has assisted in the handling of publicity in connection with special projects correlated with the program of the Dallas Chamber of Commerce. It also prepared a new, illustrated booklet of Dallas facts for use by the Information Department.

## Highways

(Continued from Page 42)

Highway Committee of the Dallas Chamber of Commerce, headed by R. D. Suddarth, has done an outstanding job in working with State highway as well as Dallas city and county officials.

Our Highway Committee has endorsed the Clinger County Road Plan and is hopeful that the plan may be put into effect as early as possible in order that we may have good rural roads all over Dallas County.

The manager of the Highway Department has aided approximately 350 callers during the year who have asked for specific information about highways in the Dallas area and elsewhere over Texas. The department manager has also served as secretary for the Highway Committee and has made four trips to Austin with committees from other counties as well as the Dallas Highway Committee.



MRS. MARGARET MANN



MRS. RUBY ALLEN

## Membership

(Continued from Page 46)

pany, Inc., of Texas, Fischbach & Moore of Texas, Inc., Fisher & Fisher, Frito Company, Ben E. Griffin Company, Zeke Grimes, Gulf Oil Corporation, Haggar Company, C. S. Hamilton Motor Company, Felix Harris & Company, Horn-Williams Motor Company, Hunt Grocery Company, Industrial Properties Corporation, Irby-Thompson, Inc., Johnston Printing & Advertising Company, L. H. Lacy Company, Lambert Landscape Company, Lawyers Title of Texas, Inc., Lucas' B & B Cafe, Lybrand, Ross Bros. & Montgomery, R. R. McCauley, McColister Chevrolet Company, McGaugh Hosiery Mills, Martyn Bros., Inc., Myers & Rosser, A. C. Moser Company, Oriental Laundry Company, O'Rourke Construction Company, Overton & Ross of Dallas, Inc., W. W. Overton Company, Owens-Illinois Glass Company, Pepsi-Cola Bottling Company, L. Philipson, Pollock Paper & Box Company, Purex Corporation, Ltd., Rogers Chemical Company, Herbert A. Rogers Company, Royal Typewriter Company, J. B. Rucker & Son, Rural Life Insurance Company, L. J. Sharp Hardware Company, W. M. Smith Electric Company, Southern Select Sales Company, Southwest Photo-Arts Institute, Stuart Florist, Texas Cartage Company, Texas Housing Company, Trezevant & Cochran, Vick's Restaurant, Watson Company, Webb Coffee Shops, and Zale Jewelry Company of Dallas.

In person, by telephone, mail, telegram, and letter, hundreds of inquiries about Dallas businesses have been answered during the past year by the membership department. Many expressions of appreciation for this service have been received.

There is actually no possible way for you or any other Chamber of Commerce member to know and appreciate fully the scope and important character of the work your Dallas

Chamber of Commerce performs, unless you see its operations at close range. You are most welcome to do this at all times.

Every year brings its new challenge. The Dallas Chamber's organized efforts are designed to establish a prosperous path from year to year for business and the community. Your membership helps the Chamber to meet each challenge as it arises and to grasp each new opportunity as it continues its efforts to maintain and expand Dallas' leadership as America's number 1 city of opportunity.

## Foreign Trade

(Continued from Page 47)

With world-wide needs for industrial plant capacity providing a positive opportunity for the United States to contribute its industrial know-how to the cause of world recovery, with the future of U. S. exports possibly contained in the Marshall Plan for Europe, which may be expected to continue with export controls and priority ratings for the next four to five years, such concentrated effort should result in a natural stability with international trade expanding in all directions.

Coupled with the fact that Texas' many enterprises are substantially benefitted by export trade, the great increase in total U. S. exports from 1937 to 1946, indicating the growing dependence of the American economy upon foreign markets, particularly since 1946, shows why Texas' foreign trade can and should be expanded.

Texas enterprises substantially benefitting from foreign trade, many with headquarters, branches, or representation in Dallas, are those handling petroleum refinery products; raw cotton broad woven goods; flour, wheat, and other grain mill products; iron and steel products; machinery;



chemicals and allied products; lumber and wood products; sulphur; meat and meat products; tobacco manufacturers; electrical machinery; automobiles and automotive equipment; leather and leather products; and certain non-ferrous metals and products of these metals. The aggregate value in 1939 of the products of these enterprises whose operators were affected by exports was in excess of \$1,200,000,000. Wages and salaries of these enterprises paid in Texas to some 350,000 workers amounted to \$110,000,000.

With Texas having a definite stake in foreign trade, it seems desirable for Dallas concerns to take full advantage of the opportunity to share in the benefits. Dallas manufacturing and other concerns are invited to become acquainted with the services of the Foreign Trade Department that are available to them as members of the Dallas Chamber of Commerce.

The returns on a questionnaire mailed by the Foreign Trade Department to a representative group of manufacturers indicated that 93 per cent have definite interest in foreign trade, 30 per cent have their own export department, 10 per cent employ the services of export houses, and 17 per cent have export representation.

To increase interest in foreign trade, the department initiated during the year a "Foreign Trade Inquiry" column which appears monthly in DALLAS and to date has listed some 166 trade tips. An English-Spanish pamphlet listing the services of the Foreign Trade Department was prepared and mailed to more than 600 manufacturers evidencing interest in foreign trade.

The Foreign Trade Department also cooperated in all foreign trade promotion activities such as the observance of World Trade Week, for which the department solicited the assistance of Dallas luncheon clubs, retail establishments, the radio stations, and newspapers. World trade posters were distributed to many stores and institutions for display during the week.

### **Business Office**

*(Continued from Page 48)*

improvement was anticipated to the extent that the Chamber of Commerce invested in United States War Bonds and set up a reserve for improvements to the building. This reserve has been used for this purpose but has proved insufficient. It has been necessary, therefore, to draw on the general fund to some extent, thus shifting a current to a fixed asset.

On the asset side, our statement will show the purchase for the Dallas Chamber of a 1947 Plymouth automobile to replace an old car long since written off in depreciation, replacements including a postage meter machine for the Mailing Department, and a minimum of additions to furniture and fixtures. All of these improvements add to the efficiency and economy of the Chamber's operations.

We have no indebtedness and still have investments in War Bonds and will have some cash in the bank at the close of the year.

The Accounting Department is responsible for the recording and collection of membership dues, and in this connection it has worked closely with the Membership Department. Up to 98.4 per cent of all accounts are proving collectible, but it will be necessary to drop the 1.6 per cent uncollectible items so as to reduce the accounts receivable and put this portion of the records on a substantial basis as well as reduce the expense of carrying the unpaid accounts on our records.

The reserve for these bad accounts already set up will more than take care of these charged-off items.

In 1946 we had on our books 1,929 single memberships and 728 budget memberships. This year we have 2,145 single memberships and 743 budget memberships, a net increase of 231 memberships. This increase in the number of memberships together with increased subscriptions from members already on our books has provided the increased revenue for 1947, all of which reflects to the credit of the Membership Department and the committees active in membership building during the year.

The Accounting Department has complied with Government regulations regarding Social Security, State and Federal unemployment, and income withholding taxes. This has required much detailed work in keeping records for each employee and the preparation of detailed returns at the required time. After approval by the Board of Directors, a retirement insurance plan was inaugurated this year covering members of the Chamber staff. This will require some additional detailed work. For the benefit of those employees desiring to have withheld from their salaries amounts for the purchase of Government bonds, such deductions have been made and bonds have been purchased and delivered to them by the Accounting Department. The department has also made deductions for employees owning insurance under the Chamber's group plans.

The department has assisted in handling special funds raised for specific purposes, has prepared data and compiled special reports for officers, directors, and members of the executive staff of the Dallas Chamber of Commerce. As regards the purchase of various supplies, printing, and the like by the department, every effort has been made to prorate such purchases among members on the basis of their subscriptions to the Chamber of Commerce, with quality and price being taken into consideration, of course.

The Accounting Department serves as the business office for DALLAS, the Chamber's official publication, whose advertising revenues this year are running well above those of any previous year. While production expenses are greater this year, because of the desire to produce a publication of the highest quality, DALLAS will show a profit for the year, after all expenses are paid and bad accounts (less than 1 per cent) are charged off. The profit will be transferred to the surplus account of the Dallas Chamber of Commerce.

The Chamber of Commerce follows the accepted practice of engaging an outside auditor to go over the organization's books at the end of the year, make a thorough audit, and prepare an unbiased financial report for submission to the Board of Directors.

Reservations have been handled by the department this year for various events including a luncheon honoring members of the outgoing City Council of Dallas, a dinner honoring John G. Pew, a luncheon held in cooperation with the Dallas Advertising League, a dinner in cooperation with the Air Force Association, a joint luncheon with the Dallas Association of Life Underwriters in honor of Leroy A. Lincoln, president of the Metropolitan Life Insurance Company, a dinner honoring Nathan Adams, and the annual meeting of the Dallas Chamber of Commerce.

Despite the construction work going on in the building the greater part of the year which made group meetings difficult to hold, 277 meetings of various groups have been held in the Chamber of Commerce Building this year.

The PBX and Mailing Departments are incorporated under



the Financial Department. There are 10 trunk lines and 29 stations on the PBX board serving the various departments of the Chamber. Mrs. C. N. Reid, PBX operator, has experienced in 1947 her busiest year since 1936, the Texas Centennial year. Increased activity all along the line in the Chamber of Commerce has brought the great increase in telephone calls. Three telephones in the Industrial Department now handle hundreds of calls for every one handled in previous years over a single telephone in the department. There has also been a substantial increase in calls to the Publicity Department and to DALLAS Magazine. In fact, increased activity of the Chamber has stepped up calls to all departments, reflecting a busier, growing community.

Mrs. Reid and her relief operators have handled an enormous number of inbound and outbound calls promptly and courteously. In many instances, they have been able to handle inquiries to the satisfaction of callers without having to refer them to the various departments, thus saving time for the persons calling as well as for department workers.

The Mailing Department also has had a very busy year. Under the capable direction of Mrs. Margaret Mann, the department has handled 89,287 pieces of incoming mail and 423,460 pieces of outgoing mail. The department has printed a total of 648,489 letters, forms, cards, and the like, and has spent \$7,241.34 in postage on outgoing mail.

## Industrial

(Continued from Page 39)

tion Night Club, with 15 acres of ground area and a building of approximately 50,000 square feet, has begun extensive remodeling of this property into a bottle cap factory for its Glass and Closure Division, and plans to begin production late in 1947. The idea of converting the huge night club into a factory was conceived by the Chamber's staff.

Best Foods, Inc., which has had a small operation in Dallas for many years, purchased the plant of the Trinity Cotton Oil Mill and announced plans for extensive new units to be erected on the 14-acre site. The cotton oil mill is being converted to a margarine plant.

Peter Paul, Inc., purchased an existing building on Denton Drive for a candy factory, has already started construction of additions to the building, and plans to begin production in the near future, with some 300 workers.

The Coca Cola Bottling Company announced that it will begin construction early in 1948 on a new, \$1,500,000 bottling plant which will double the capacity of the present plant.

The Todd Company, which has had a small plant in Dallas for a number of years, leased a new building which will enable it to increase its manufacturing operations in Dallas several-fold.

Autocar Company has leased a new building, now under construction, for a Dallas branch, with service operations.

New buildings have recently been completed for both Trailmobile, Inc., and the Hobbs Trailer Company, permitting important expansion of their sales-service facilities.

The Rounds and Palmer Company, a subsidiary of the Rounds and Porter Company of Wichita, Kan., one of the Midwest's largest distributors of building materials, purchased a 15-acre site in Dallas and plans early construction of a building of 80,000 square feet.

William S. Cameron Company of Waco, another major distributor of building materials, has leased approximately 40,

000 square feet of warehouse space, and has also purchased a site on which it intends to build its own plant within the next few years.

U. S.-Mengel Plywood Company has purchased a site on which it is erecting its Southwestern offices and distributing facilities.

A new building is being erected, under lease, for a Nash-Kelvinator parts depot.

Rath Packing Company has started construction of a warehouse-processing plant and office building.

The Ruberoid Company, which purchased Longhorn Roofing Products Company of Dallas in December, 1946, immediately began construction of additional factory units virtually doubling the size of the plant. Ruberoid has been in production of roofing since taking possession of the Dallas property. It is expected to begin production of asbestos siding and other products in the new units about January 1.

## Conventions

(Continued from Page 44)

nament, the AASR Supreme Council 33d Masonic Jurisdiction, and the National Progressive Voters League.

The fact that Dallas is the Southwestern center for cooperative marketing events adds heavily to the annual roll of visitors. In 1947 there have been staged four marketing periods by the American Fashion Association and the Dallas Manufacturers' and Wholesalers' Association, three by the Southwestern Men's Apparel Club, two by the Allied and Southwestern Gift Shows; two by the Southwestern Shoe Travelers' Association, and two by the Cosmesis Club.

The Convention Department of the Dallas Chamber of Commerce has kept in close touch with the hotel situation, assisting convening groups in choosing dates of least congestion and making hotel reservations for hundreds of individuals. On dates of heaviest congestion, it has operated a housing bureau to which the various hotels referred visitors unable to secure rooms for the night. The Convention Department has assisted a number of conventions along such lines as publicity, registration, advice on program features, handling of exhibits, and housing.

There are some national and certain regional conventions too large as yet for the city to handle but the Convention Department is keeping these groups informed regarding the desirable features of Dallas as a convention city, pending the time when hotel conditions are nearer normal.

On the basis of advance bookings, it would appear that 1948 will equal record-breaking 1947. In addition to an imposing lineup of state conventions, trade shows, sales meetings, and the like, the following national or international conventions have already been definitely scheduled for 1948: Woman's International Bowling Congress (the first time in the South); Associated General Contractors' of America, American Cotton Shippers' Association, National Security Traders' Association, Petroleum Industry Electrical Association, American Osteopathic Association Proctology Group, United States Navy Fleet Reserve Association, Supreme Assembly Social Order of the Beauceant, National Association of Deans and Advisers of Men, Ninetieth Division Reunion, National Oil Mill Superintendents' Association, and the American Institute of Mining & Metallurgical Engineers, Petroleum Division.

Largest of the state or regional conventions scheduled is the Southwest Automotive Show, which is expected to bring 20,000 visitors to the city, not all on the same day, however.

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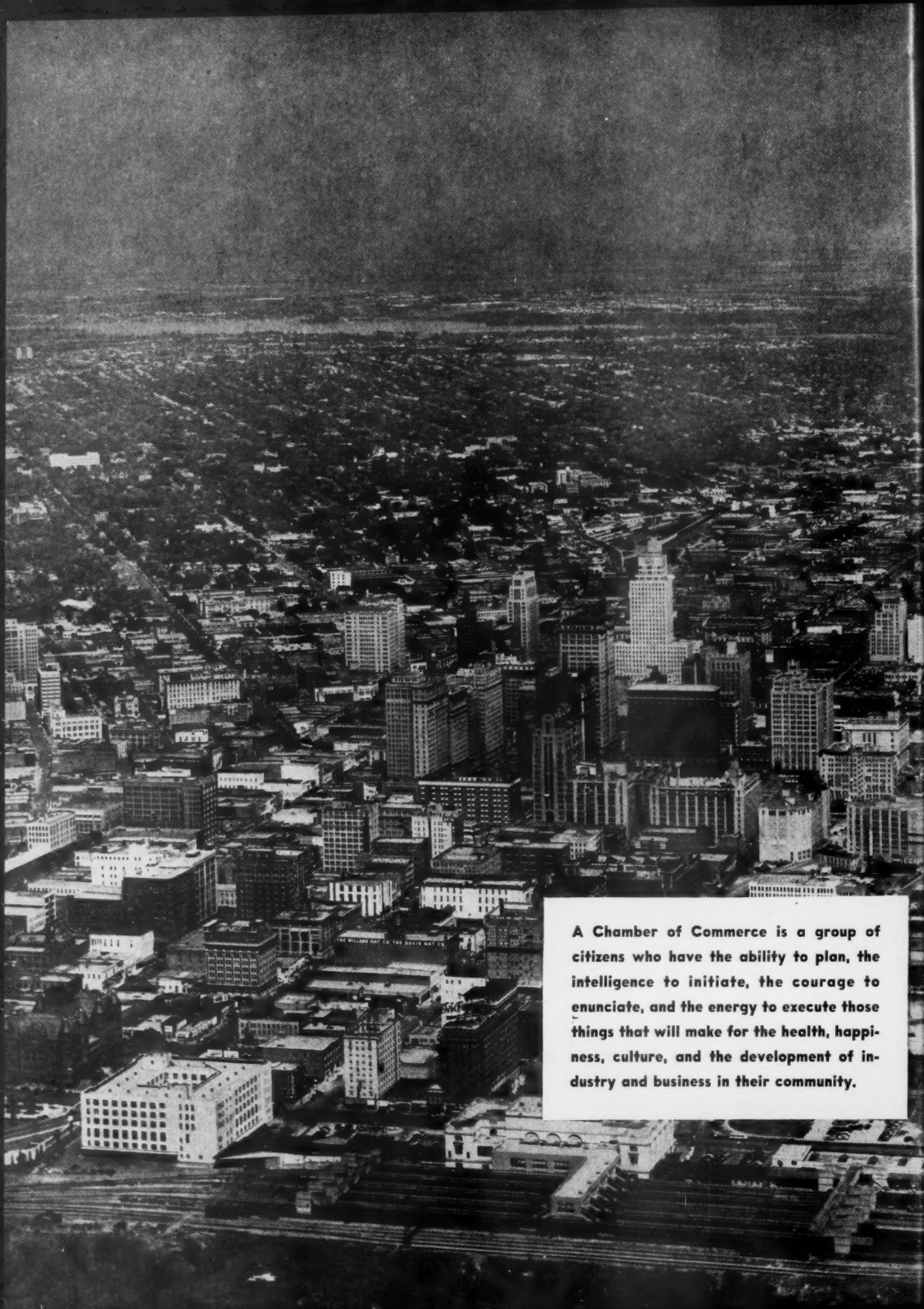


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**A Chamber of Commerce is a group of citizens who have the ability to plan, the intelligence to initiate, the courage to enunciate, and the energy to execute those things that will make for the health, happiness, culture, and the development of industry and business in their community.**



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# IN DALLAS *Last Month*

ANDREW PARKS WILEY, JR., who has been with Lever Brothers Company for nine years, has been named field supervisor of the company's salesmen and sales activities in the Dallas-Fort Worth area.



**Air Cargo Manager.** R. J. (Bob) Wilson has been appointed manager for Air Cargo, Inc., for the Southwest region, with headquarters in Dallas. Mr. Wilson, who has had 15 years of experience in

the independent and government transportation fields, has most recently been connected for two years with Northwest Airlines as director of its domestic system, with headquarters in St. Paul, Minn. The Dallas region, one of five for Air Cargo, comprises the states of Texas, New Mexico, Oklahoma, Kansas, Arkansas, and Louisiana. A subsidiary of all of the nation's scheduled airlines set up to coordinate airfreight operations, the Air Cargo office will handle such details as accounting, payments clearing on cartage, and accounts due. Contemplated in the new system is a Dallas union airfreight terminal building, where division, consignment, and ground handling of shipments will be integrated.

ALLAN K. LYNAR, formerly reservations supervisor in Dallas for American Airlines, has been appointed assistant regional manager of reservations and ticket offices at Dallas.

C. S. McDONALD, who has been with the Texas & Pacific Railway 28 years, has been named merchandise traffic manager, succeeding the late T. E. HUFFMAN.



**Steuben Shop Director.** New director of the Steuben Shop of Neiman-Marcus Company is Mrs. Louise Aldredge, former director of customer relations and successor to Mrs. Patsy Puterbaugh, who resigned to be married. Mrs. Jean Charles, who has been assistant to Mrs. Aldredge in the customer relations department, has been advanced to head of the department.

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DALLAS, TEXAS



**Restland Sales Director.** John M. Ellis, who joined the advisory staff of Restland Memorial Park a year ago, has been advanced to director of sales and will supervise sales for Restland Memorial Park, Restland Abbey, and Garden of Memories. For a number of years Mr. Ellis served as supervisor of Postal Telegraph Company's operations in Dallas. He also served in the Army Signal Corps and later became associated with the publishing firm of Charles Scribner's Sons.

ELLIOTT ROBERTSON, formerly with the National Broadcasting Company as production manager for such shows as "Ma Perkins", "Dr. I. Q.", "National Barn Dance", and "The Harvest of Stars", has joined the production staff of Radio Station WFAA.

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R-5103





**General Sales Manager.** I. W. Queal, World War II veteran, who formerly was sales manager for the General Housing Company, has been appointed general sales manager and supervisor of routes and branch offices for Zenith Cleaners. Mr. Queal has assumed a position created by Zenith after the completion of a \$125,000 expansion program including \$75,000 of new equipment, the addition of 50,000 square feet of floor and ground space, several new trucks, and the opening of three new routes. Previous to his military service, Mr. Queal was connected with the B. F. Goodrich Company, Oil Well Supply Company, and the First National Bank in Dallas.

W. H. TRICE has opened his second unit, the W. H. Trice Floor Covering Store at 514-16 West Jefferson in Oak Cliff, with S. A. LOGUE, who has been with Mr. Trice in business for two years, as manager.

The Texas Bank & Trust Company of Dallas has become the thirteenth state bank in the Eleventh District to be admitted to membership in the Federal Reserve System this year.

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**Oil Public-Relations Report.** Two Dallas oilmen—Fred F. Murray, right, president of the Oil Well Supply Company, and John P. Morgan, center, tax commissioner for the Sun Oil Company—reported last month at the annual meeting in Chicago of the American Petroleum Institute on the progress being made by the oil industry's public-relations committee in its work in the Southwestern and Gulf Coast states. Shown receiving the report brochure on the committee's activity is Franklyn Waltman, Sun Oil Company, Philadelphia, chairman of the API public-relations operating committee. Mr. Waltman praised the Dallasites and their committee of 500 oilmen for their efforts during 1947 in the interest of better public understanding of the petroleum industries.

C. C. RUTHERFORD, formerly chief of personnel operation of the Production and Marketing Administration of the

United States Department of Agriculture in Dallas, has been appointed personnel director for the City of Dallas.

**GEORGE L. DAHL**

**ARCHITECTS AND ENGINEERS**



1920 1/2 MAIN STREET

DALLAS, TEXAS



**Anniversary Gift From Dallas.** To give an unusual turn to company anniversary celebrations, employees of the Chandler Shoe Store in Dallas joined with those throughout the nation last month in showering their employers with silver anniversary gifts. One of the gifts was a life-size oil portrait of the five Edison brothers—Harry, Sam, Simon, Mark, and Irving—who founded Edison Brothers Stores, Inc., St. Louis, operators of the Chandler units, 25 years ago in their home town of Atlanta, Georgia. Harry Edison is pictured at left receiving the portrait from Roy Haydel, Dallas regional manager, and Miss Juanita Tacke, designated "Miss Chandler" to represent the employees.

DR. GEORGE GRAY, who has been health officer for Tarrant County, has been named assistant health director for the City of Dallas.

A. POLLARD SIMONS, Dallas building contractor and subdivision developer, has been named director of the Merchants State Bank.



New president of the Dallas Chapter of the Associated General Contractors of America is GEORGE P. O'ROURKE. Fellow officers are R. D. JONES, vice president; and CHARLES MUNN, secretary-treasurer. Directors elected for three-year terms are F. J. BUCKNER and LEO P. MORGAN.

New sales manager for Roy Hill Chevrolet Company is THOMAS S. CHERRY, former Texas and Oklahoma district manager for the Chevrolet Motor Division of General Motors Corporation.



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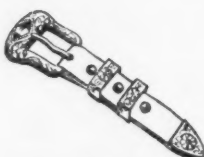
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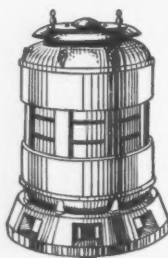
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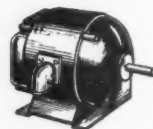
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**TPA's First Manager.** First full-time manager of the Texas Press Association is Vernon T. Sanford, who has been secretary-manager of the Oklahoma Press Association since August 1, 1934, and before that was manager of the Nebraska Press Association. The Texas Press Association, which has expanded its operations with the opening of headquarters in Dallas, has established offices in the Baker Hotel. Mr. Sanford, who holds a Bachelor of Arts degree in journalism from the University of Oklahoma and a Master of Arts degree from the University of Missouri, acquired a newspaper background during 15 years of service on newspapers in his native Oklahoma. He is a past president of the Advertising Club of Oklahoma City, the Oklahoma City Chapter of the Southwestern Association of Industrial Editors, and of Newspaper Association Managers.

**EARL A. NICHOLS**, registered engineer, formerly Mid-Continent division manager of Core Laboratories, Inc., has set up a consulting petroleum engineering office in Dallas.



## DIAMOND BARGAINS

Professional Watch Repair Service

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C-2748





**Opens Advertising Agency.** Gerald F. Perry, veteran of both World War I and II and a former member of the staff of the Ratcliffe Advertising Agency, has established his own firm under the name of Perry Advertising, with offices in 20 Western Building, 523½ South Ervay. His agency will specialize in creative advertising for business firms, printers, publishers, and advertising agencies, with service to include planning, visualization, copy preparation, layout, production, and consultation. Mr. Perry's experience has included 10 years of service in advertising agencies as art director, production manager, and account executive, seven years as publicity manager for the El Paso Chamber of Commerce, and six years in the editorial and advertising departments of metropolitan newspapers.

#### Titche-Goettinger Opens New \$500,000 Warehouse

Titche-Goettinger Company has opened its new \$500,000 warehouse at 6100 Peeler in the Airlawn Industrial District adjacent to Love Field. The one-story, 107,000-square-foot building is of tile brick construction and contains two and a half acres of storage space under a single roof.

Features of the warehouse include a "pallet system" of storing, which is so-called because goods are stacked in unit loads on four-by-four-foot wooden platforms which, in turn, are stacked atop

**PAUL G. BENTLEY CO.**

*Engineers*

DALLAS • TEXAS

ELECTRICAL • MECHANICAL • REFRIGERATION  
INDUSTRIAL AND UTILITY ENGINEERS

one another by fork-lift trucks which are small enough to be maneuvered in small areas yet able to hoist up to 10,000 pounds. The main docks of the warehouse are served by a Missouri-Kansas-Texas Railroad spur line. Cowdin Brothers were the contractors for the project, and Grayson Gill was the architect.

A. B. JONES, former manager of Western Auto Stores in Oak Cliff, has been appointed retail district manager with headquarters at the division office at 703 McKinney.

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AND COMPANY  
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**New Wyatt Food Store.** Newest unit in the chain of Wyatt Food Stores, pictured at bottom, has been opened at 523 West Jefferson in Oak Cliff. Containing 15,000 square feet of area, the retail food market is the organization's largest in Dallas County and remains open until 11 p.m. In addition to a complete line of staple food products and vegetables in air-conditioned bins, special features of the new store include a delicatessen and a drug department. Harold Hood, manager of the Wyatt store, is shown at top, left.

OTIS BRYANT, owner of the Otis Bryant Grocery & Market, is the new president of the Dallas Independent Retail Grocers' Association. Other officers include M. T. MINYARD, vice president; ROBERT E. DAY, secretary; and MILTON RICHARDSON, the outgoing president, treasurer. Directors include GEORGE W. STILLS, JESS EPPS, J.

W. HARRIS, JR., FRANK LACOCKE, JAMES D. LOWRY, CHARLES G. STUBBS, JR., CHARLES SCALISE, JAMES R. BOST, RUDOLPH VILLASANA, ROSS ANGELO, MARION C. MARSHALL, CLAUDE K. FRENCH, EDWIN C. CULWELL, DEBBS I. DONATHAN, and JACK W. EVANS.

*Holiday Greetings*

*To Our Many Friends  
and Policyholders*

**RIO GRANDE NATIONAL  
LIFE INSURANCE COMPANY**

R. W. BAXTER, President

HOME OFFICE—DALLAS, TEXAS



**Assistant Vice President.** Elected an assistant vice president, Marshall S. Cloyd has assumed his duties in the new business department of the First Na-

tional Bank. A native of Dallas and a graduate of Southern Methodist University and of the Harvard Graduate School of Business Administration, Mr. Cloyd was engaged in the investment banking business previous to service in the Army Air Forces. Since his release from the Army, he has been in the insurance brokerage business in Dallas.

H. O. SIMMONS, auditor for the Dallas Waste Mills, has been appointed to the Dallas Park Board by the Dallas City Council, succeeding BEN F. GENTLE who resigned after his appointment as Dallas County Tax Assessor-Collector following the death of ED COBB.

MISS PAT COOLEY and MISS LILLIE COOLEY have opened Cooley's Accessory and Alterations Shop at 4106 Oak Lawn, specializing in blouses, lingerie, purses, gloves, hosiery, handkerchiefs, and costume jewelry.

## BROAD & NELSON

ARCHITECTS, ENGINEERS, PLANNERS

BURT BUILDING

DALLAS—R-4768

**Red Arrow Expansion.** Red Arrow Freight Lines has a \$50,000 expansion and remodeling program under way at the Dallas terminal, 1017 South Akard. The terminal is being extended 90 feet at the rear to add 60 feet to the dock facilities, about 10,000 square feet of parking space is being paved, offices are being remodeled, and a 20 by 50-foot tire supply room and a truck washing rack are being added.

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## 50-Acre Site Purchased by Safeway For Building Distribution Center

Purchase by Safeway Stores, Inc., of a tract of about 50 acres at Singleton Boulevard and Pro Street for a distribution center has been announced by Herbert Wilcox, Dallas distribution division manager for Safeway.

Safeway plans to spend more than \$1,000,000 in building three separate warehouses—grocery, meat, and produce—to serve as a central storage and dis-

tribution center for supplying stores in the Dallas area. The project will also include a truck garage and several small buildings.

"It is not Safeway's intention," said Mr. Wilcox, "to construct any of these buildings in the immediate future as the cost of construction and other factors make it desirable to delay actual building until some later date."

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You will like the friendly business way in which your money matters are handled when you use the many financial services of this bank.

You will find a genuine spirit of helpfulness, a real desire to be of aid. We know our personnel can give the services of complete banking that you want.

We'll be glad to see you. And you will feel at home.

*The* **Dallas National Bank**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



**New Vice President.** Cliff Wood, who has been vice president and head of the correspondent bank department of the First National Bank of Memphis, will assume his new duties January 1 as a vice president of the Republic National Bank of Dallas, with correspondent bank and general operations duties. A native of Harrison, Ark., Mr. Wood has been in the banking field since 1923. He served for 12 years as national bank examiner in the eighth Federal Reserve district and joined the First National Bank in Memphis in 1941.

JACK MOFFETT, executive director of the Community Chest of Dallas County, has been selected to represent the Southwest on the national advisory committee on campaign and finance services of the Community Chests of America.

B. C. JEFFERSON, associate editor and chief editorial writer of the "Dallas Times Herald," has been continued for another term on the national council of Sigma Delta Chi, professional journalistic fraternity.

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For Busy Business Men  
GIFTS and PERSONAL ITEMS  
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At Lakeside 1808  
4111

**EVERETTE HALE  
HEALTH BUILDER**

R-6051 711 Construction Bldg.





**Delta Traffic Manager.** Asher Lane, Jr., has been advanced from traffic representative to city traffic manager at Dallas for Delta Air Lines. A native of Fort Smith, Ark., Mr. Lane has spent most of his life in Topeka, Kan., where he attended Washburn College. Previous to joining Delta Air Lines in 1945, he was an instructor at the Terrell Aviation School at Terrell, Texas, training British and American cadets in advanced flying.

#### **Textile Club Elects P. J. Mullarkey President**

Having elected P. J. Mullarkey as its president, the Dallas Textile Club is preparing to inaugurate a program innovation including meetings spotlighting manufacturers, wholesale distributors, retailers, and designers. Other officers of the club include Dan B. Myer, vice president; Joe N. Koch, treasurer; and William L. Reed, secretary. Directors are Floyd M. Curry, Joaquin Figuls, R. Coleman Gardner, Bernard I. Marcus, and J. Irving Scales.

NOBLE T. LEE of Dallas has been elected second vice president of the Texas Fraternal Congress. MRS. RUBEN YOUNG of Dallas has been named secretary-treasurer, succeeding JOHN H. CULLOM of Dallas, who held the post for 40 years and has been made secretary-treasurer emeritus.

**Robert D. Goodwin**

ARCHITECT

TELEPHONE LAKESIDE-5759

4801 Lemmon

Dallas, Texas

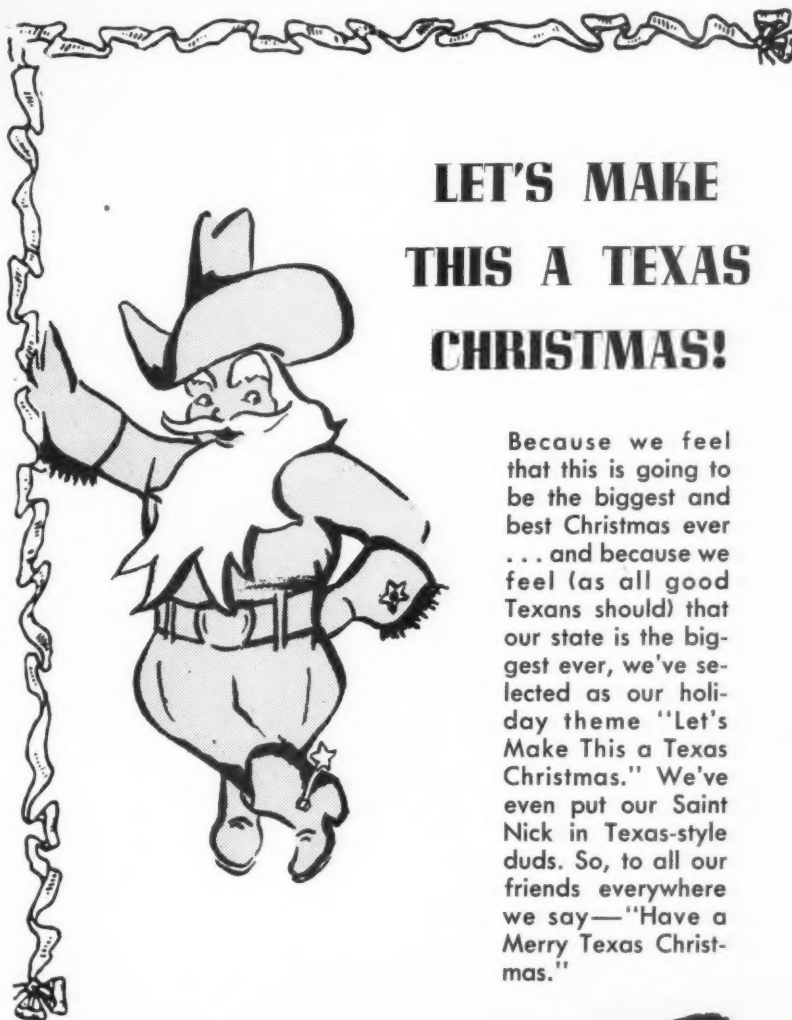
#### **Neiman-Marcus Leases Additional Store Space**

Neiman-Marcus Company has completed a property lease which will permit the specialty store to expand in 1952 into adjoining space at 1616 Main, site of the present home of the Arthur A. Everts Company.

Under the 63-year lease, signed by Neiman-Marcus Company with J. Fred Schoellkopf, Jr., and Wilson Schoellkopf, lessors, Neiman-Marcus will extend its property 50 feet west on Main from

the store's present location at Main and Ervay. The expansion will give it equal frontage of 175 feet on Main and Commerce and 200 feet on Ervay.

When the lease becomes effective in February, 1952, the Arthur A. Everts Company will move its jewelry store to another downtown site, for which arrangements have been made, said Myron Everts, secretary-treasurer. He added that the firm has been making plans for a new and larger store more adequate for handling its volume of business but that they have not been advanced far enough for an announcement to be made.



Because we feel that this is going to be the biggest and best Christmas ever ... and because we feel (as all good Texans should) that our state is the biggest ever, we've selected as our holiday theme "Let's Make This a Texas Christmas." We've even put our Saint Nick in Texas-style duds. So, to all our friends everywhere we say—"Have a Merry Texas Christmas."

**Jas. K. Wilson**

## The March of Industry

# Champion Spark Plug Buys Acreage for Dallas Factory

A 25-ACRE site for the construction of a manufacturing plant employing approximately 500 persons has been purchased near Garland by the Champion Spark Plug Company of Toledo, Ohio.

The factory will be the first branch operation in this country of Champion, the world's largest producer of spark plugs, whose production totals about 125,000,000 spark plugs annually. It is planned that the production at the Dallas County plant, initial step in the company's decentralization program, will be about 25,000,000 yearly.

No date has been set for the beginning of construction, but the Dallas plant will provide approximately 50,000 square feet of factory space. It will house a complete manufacturing operation including a ceramics factory to make the spark-plug insulators. Champion has branch factories in Canada and England but sends porcelain insulators to both units from its Toledo factory.

The property for the new plant was purchased from Lawrence Pollock, president of the Pollock Paper & Box Company. The factory will represent an investment of at least \$1,500,000 in land,

building, and equipment, said James F. Lewis, vice president and purchasing agent of the Champion Spark Plug Company, who made the announcement of the land acquisition while in Dallas.

He said that Dallas County was selected as the site for the new operation after intensive surveys had been made of Texas cities, including Fort Worth and Houston. Assistance given the company by the Dallas Chamber of Commerce in supplying various data necessary for reaching a decision was described as a major determining factor in the selection of the Dallas County site.

W. D. Jones, 1533 North Haskell, is regional representative of the Champion Spark Plug Company. E. C. McKinney of Kansas City is district sales manager.

**Oil Exchange Formed.** Texas Oil Royalty Exchange has been established, with main office in 403 Republic Bank Building, as a central market point for the purchase or sale of oil and gas royalties. LeRoy Paddock is manager of the new concern, whose operations will extend over the Southwest, with representation in all of the principal markets of the country. Officers of the exchange are: Eugene DeBogory, president; Louie C. Kimple, vice president; and Grover C. Conrad, secretary-treasurer.

**Morris Store.** Morris Stores has opened its fourth Dallas suburban shopping center unit at 2645 Lancaster Road, with Thomas Brooks as manager. Donald Watkins is assistant manager. Employing 30 persons, the new store is equipped with modern blond birch fixtures and handles lines of men's, women's, and children's wearing apparel, accessories, and shoes, and also piece goods, draperies, and allied lines. Morris Stores recently opened general offices and warehouse facilities at 1201-03 Patterson.

**Adds Life Insurance.** A new life insurance department inaugurated by I. Reinhardt & Son, 1215 Commerce, will be under the direction of Irving H. Clendened, who has had experience as a life underwriter and tax consultant. The department will represent the John Hancock Mutual Life Insurance Company.

**Cook Paint Store.** A new East Dallas store has been opened by Cook Paint & Varnish Company at East Grand Avenue and Samuell Boulevard. Manager of the new unit, Cook's third in Dallas, is Scott L. Hogue.

*Nearly Christmas* ~   
*you'll want to remember*  
*that no. 1 customer . . . . .*  
*and the fellows at the office*



Just for a joke . . . and it's practical, too. A good-natured remembrance, and a very good bottle opener . . . 4.95



Gay 90's trio . . . an unusual gift in polished aluminum . . . 8.95



With an evening at cards . . . special bar crystal in playing card motif . . . a distinctive gift . . . set of 8, 12.00

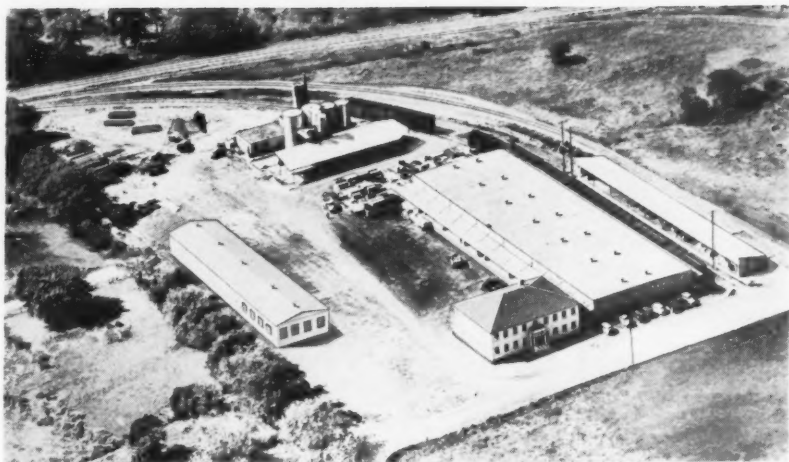


For the huntsman's desk a perfect 9" shotgun in solid brass to weight his papers . . . only 2.50



C-7675

Open every Thursday night until Christmas 2600 Fairmount Dallas



**New Home of Macatee, Inc.** New plant of Macatee, Inc., Dallas building materials firm, pictured above, covers nearly 5 acres at 4703 Bengal Street, adjacent to the Airlawn industrial area, and comprises two warehouses, a mortar plant, a private track spur accommodating 14 freight cars, garage and repair facilities for an operating fleet of 28 motor trucks, and a general office

building with over 7,000 square feet of floor space. The plant is served by the Missouri-Kansas-Texas Railroad.

The new warehouse facilities provide a total of 416,000 cubic feet of space, and general office space has been trebled. Features of the office building include year-round air conditioning and fluorescent lighting. George P. Macatee, Jr., is president of the company.

## Business of Western States Life Reinsured

The life, health, and accident business of the Western States Life Insurance Company of Dallas, organized about a year ago with offices at 717 West Jefferson, has been reinsured by the Republic National Life Insurance Company. At the time of the reinsurance, the Western States Life, formed with capital of \$25,000 and the same amount of surplus, had about \$25,000 in health and accident premium income and \$5,000 in life insurance premiums.

**Bookkeeping Service.** The firm of Wallis & Taylor, bookkeeping and tax service, has been opened at 4435 Travis, and has been licensed by the National Bookkeeping Service of Kansas City. Associated in the business are Charles H. Wallis, one-time deputy collector of internal revenue in Dallas, and Gene L. Taylor, World War II veteran.

**Gordon's Department Store.** Ewell Hare, who has held half interest in Gordon's Department Store, 100 North Lancaster, has purchased the entire business and has completed plans for a remodeling program during the coming

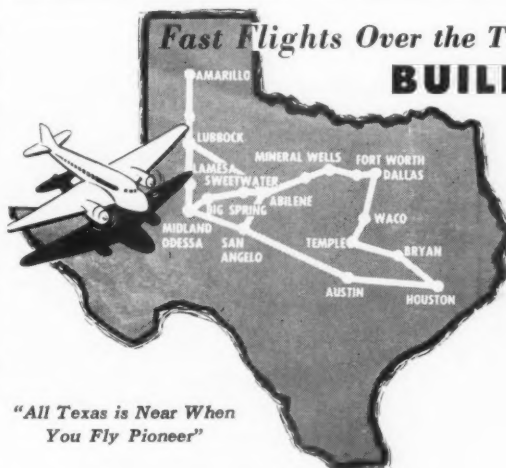
year. Mr. Hare was formerly associated with Butler Brothers.

**Commercial Art School.** Young's School of Commercial Art has been opened by Mrs. Harry Young in a remodeled building at McKinney Avenue and Fairmount Street, with a capacity of 200 students. Mrs. Young, who was formerly associated with the Oklahoma Publishing Company at Oklahoma City and later operated a commercial art studio in Fort Worth, leased the three-story structure—an old Dallas residence and early-day landmark—from G. T. Jackson and Grace Jackson, owners. George Stiles, associated with Richard A. Kella, realtor, handled the negotiations.

**International Supply.** A site for a \$40,000 office and display rooms building has been purchased at Oak Lawn Avenue and Dragon Street in the Trinity Industrial District by the International Supply Company, distributor of wholesale plumbing and oil field supplies, with general offices in the Continental Building. Construction of the new building is scheduled to start soon after January. Plans are being prepared by Walter W. Ahlschlager & Associates, architects. The property was purchased through John A. Prather of Majors and Majors, realtors.

## THOMAS, JAMESON & MERRILL

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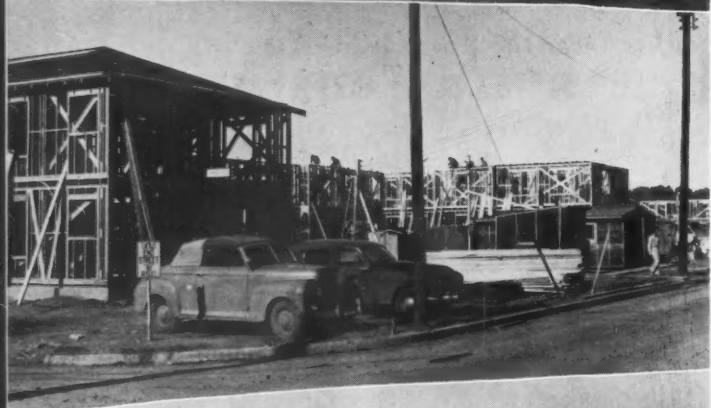
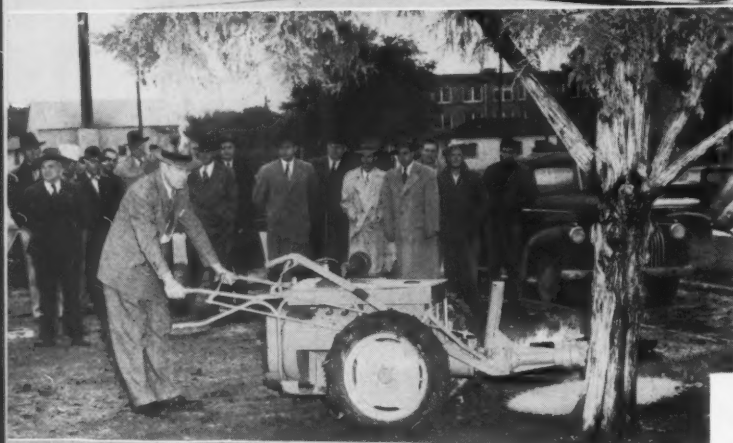
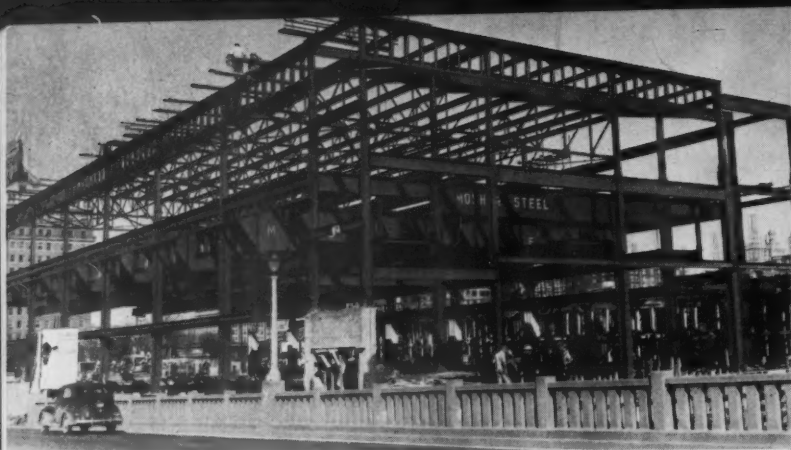
*"All Texas is Near When  
You Fly Pioneer"*

**PIONEER Air Lines**

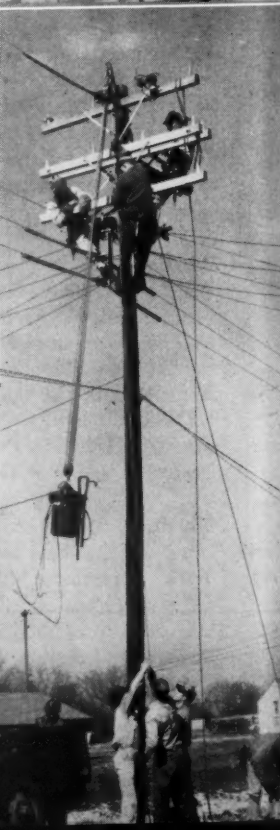
Government Designated to Fly Passengers—Mail—Freight—Express







**CONSTRUCTION SCENES** all over Dallas such as the ones reproduced on this page reflect a year of record activity in all phases of building. Total construction for the first 10 months of 1947 in Dallas County was \$91,360,000, on the basis of contract awards reported by the F. W. Dodge Corporation. Projects under way include the new home of the "Dallas Morning News," top, left; new Burroughs Adding Machine Company building, second from top, left; and new plant for the Lorch Manufacturing Company and Westway Sportswear, center, right. At left, center, W. M. Beavers, president of the Merchants State Bank, is pictured moving a power saw into position to start clearing the site for the erection of the bank's 10-story, \$1,750,000 office building. Out of every 123 new houses built in the United States this year, one has been erected in Dallas.





# New Bradford Hat Company Is Division of Byer-Rolnick

The Bradford Hat Company has been organized as a division of the Byer-Rolnick Company of Garland, Dallas County.

The new company, which is housed in plant No. 2 on the Byer-Rolnick factory site, has begun production of the new Bradford hat, which is silk-lined and bound and is being made to retail at \$7.50 and \$8.50. Staples will retail at \$10 and \$12.50.

George Rolnick, former owner of the Rolnick Hat Company of Dallas, has

been named general sales manager of the new company.

The Bradford hats are being manufactured with the "Glyco-Tite" process, originated and owned exclusively by the Byer-Rolnick Company. The new process is intended to give the hat extra wear and more durability. The hats will range from conservative to high styling. Byer-Rolnick Company is headed by Harry Rolnick.

**Real Estate Partnership.** Bob Erwin and Ed Archer have formed the real estate, loan, and insurance firm of Erwin, Archer & Company, with offices in the Maple Theater Building, 5206 Maple. Mr. Erwin, who has had 20 years of experience in the insurance field, will head the insurance and loan departments. Mr. Archer, World War II veteran, will be in charge of the real estate department.

SCOTT BOWER, SR., has become associated with the Village Electric Appliance Company in Highland Park Shopping Village.

**W. A. Green Remodeling.** The ninth-floor home furnishings department of W. A. Green Company has been redesigned and redecorated for a better display of merchandise and increased service to customers. New features include modern fixtures, built-in rug racks, and hidden stock rooms. E. B. West is manager of the home furnishings division, whose lines include lamps, occasional furniture, pictures, mirrors, and floor coverings.

**Butler & Son Building.** H. L. Butler & Son, general contractors, have under construction a new office building on Highway 77, two miles north of the Tom Field Circle, which is scheduled for completion by the middle of January. Of Greek style architecture and designed by Charles Stevens Dillbeck, architect, the structure is located on a 5-acre tract, where the Butler concern has shops for the complete overhauling of tractors and highway machinery. The brick veneer building will have year-round air conditioning, will provide rooms for six offices, and will represent an investment of about \$50,000. The Butler firm, a co-partnership of H. L. Butler and his son, H. Glenn Butler, is a general contracting organization, specializing in road building and oil field work.

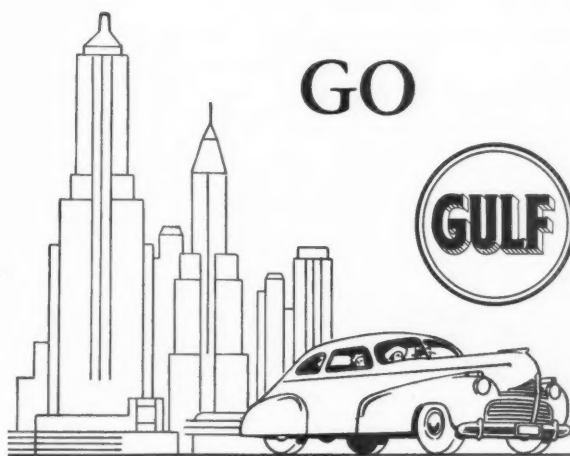
ROBERT J. SMITH of Dallas, president of Pioneer Air Lines, has been elected president of the Air Reserve Association.

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*your car...*



★ GULF NO-NOX GASOLINE

★ GULFPRIDE OIL

★ GULFLEX REGISTERED LUBRICATION

# Jack B. Taylor Heads New Dallas Advertising Firm

A new Dallas advertising agency—J. B. Taylor, Inc., with offices at 2217-A Cedar Springs—is headed by Jack B. Taylor, who was formerly manager of the Dallas office of The McCarty Company of Los Angeles.

The Taylor agency has acquired the Dallas business of The McCarty Company and will continue to serve McCarty's Los Angeles clients in the mid-continent area.

In addition to Mr. Taylor, who is president, officers of the new agency include Thomas W. Norsworthy, vice president; Mary Tevis Bennett, treasurer; and Leslie Shults, secretary and attorney. Members of the staff will also include Mary Jo Shaughnessy, publicity director, and Phillip Oliver, associate art director.

With affiliated offices in Los Angeles, Pittsburgh, San Francisco, and Seattle, J. B. Taylor, Inc., will specialize in sales



**PROMOTION CAMPAIGN** for a client is being mapped out by Jack B. Taylor, left, president, and Thomas W. Norsworthy, right, vice president of the newly organized advertising agency of J. B. Taylor, Inc.

campaigns and in industrial advertising.

Mr. Taylor has been in sales and promotion work for 20 years, the last eight in Dallas and the Southwest. Mr. Nors-

worthy, formerly associated with Mr. Taylor in the McCarty office, will serve as account executive in the new agency, heading up the industrial division and the technical research department. Miss Shaughnessy was formerly on the staff of Helena Rubinstein, Inc. Miss Bennett, who will be production manager, formerly had administrative positions in printing and allied industries. Mr. Oliver was formerly art director for a New Orleans agency.

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Investment insured up to \$5,000.00 by an agency of the  
Federal Government.

## DALLAS FEDERAL SAVINGS AND LOAN ASSOCIATION

Dallas, Texas

Texas Largest Federal Savings and Loan Association

**National Stores.** The fourth unit in Dallas of National Stores has been opened at South Lancaster Road and Saner Avenue by Ralph Kenyon and Beth Kenyon, owners. With a 137-foot front and 13,000 square feet of floor area, the new store stocks furniture, electrical appliances, automobile supplies, sporting goods, toys, radios, and refrigerators. Opening is planned of two additional stores in 1948.

**Kingsbury Store.** A remodeling program for the J. B. Kingsbury men's store at 1516-A Main Street, scheduled to get under way soon after January 1, will include replacement of the store front with one of glass and marble, a 30-foot animated neon sign topped by a golden crown, and new show windows on each side of the entrance, 30 inches wide by 12 feet long. The cost of the improvements is estimated at \$10,000.

# Sharpe & Dohme Branch In New, Modern Building

Sharp & Dohme, Inc., manufacturers of pharmaceutical and biological products, have moved their Dallas branch offices and distributing center from 700 Elm to new, modern quarters at 1111 McKinney. The one-story building, located on a 114 by 260-foot lot between McKinney and Broom, provides 20,000 square feet of floor area.

The structure was erected by the Ingel-Hayman Construction Company for the Appraisal Engineering Service, Inc., which leased the quarters to Sharp & Dohme. Paul & Graham, realtors, ne-

gotiated the sale of the land and the lease. Served by a Missouri-Kansas-Texas Railroad switch track, the building has large offices in the front, which are finished with asphalt tile floors, sound absorbent ceilings, fluorescent lighting, and year-round air conditioning. Triple exposure and sky lighting provide natural light for the warehouse space, which includes fire- and burglar-proof vaults for narcotics and refrigerator vaults for serums. Facilities also include truck loading and unloading docks.

W. C. Newberry is manager of the Dallas branch of Sharp & Dohme.

F. W. JOHNSON, credit manager for Neiman-Marcus Company, is the new president of the Dallas Retail Credit Managers' Association. Other officers include E. P. KIRKPATRICK, first vice president; R. A. JACKSON, second vice president; J. E. R. CHILTON, JR., re-elected secretary; MISS CHELLIE SUE BRAGG, assistant secretary; and JACK N. FANNING, treasurer.

THE CANDLE SHOP has been opened as a unit of the ADELE HUNT BRASS and COPPER SHOP, 2926 North Henderson.

W. D. OWENS of Dallas has been elected president of the Texas Southwest Shoe Retailers' Association and W. H. SHERWIN of Dallas has been named vice president.

## Jester New President Of Dallas Traffic Club

W. B. Jester, assistant general traffic manager for the Murray Company, has been installed as new president of the Traffic Club of Dallas. He succeeds Norman Mansfield of the Missouri-Kansas-Texas Railroad.

Other officers inducted are: J. H. Webberley, G. G. Tomlinson, and C. A. Johnston, vice presidents; and K. L. Hartman, secretary-treasurer. Members of the board of governors are H. B. Donihoo, C. R. Gartrell, W. S. Mosher, Jr., W. A. Rowsey, H. W. Cook, Frank Jensen, H. R. Reynolds, and A. P. Smith.

JACK FOLSOM of the J. V. Folsom Company, Interstate Trinity Warehouse Building, has been appointed sales representative for the southwest district by Sperti, Inc., manufacturer of sun lamps.

Dallas Police Chief CARL HANSSON has been elected vice president of the Pacific Coast International Association of Law Enforcement Officials.

Formerly regional attorney for the Office of Housing Expediter, MARVIN S. SPRAIN has opened an office in the Southland Life Building for the private practice of law.



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for Your **HOLIDAY**  
*Menus*

**BOEDEKER** *Christmas* **ICE CREAM MOLDS**

- ▲ SANTA CLAUS
- ▲ HOLLY WREATH
- ▲ SNOW MAN
- ▲ TURKEY
- ▲ CHRISTMAS BELL

Call our hostess, Mrs. Hugh Cargo, R-8484  
for help with your party plans.

**BOEDEKER** PURE and Delicious **ICE CREAM**

## Site Buying Speeding Growth Of New T & P Industrial Area

ONE of Dallas' newest and rapidly expanding industrial areas is the 180-acre, multimillion-dollar district, fronting on Singleton Boulevard and ad-

jacent to Eagle Ford on the east, which is being developed by the Eagle Ford Land and Industrial Company, a subsidiary of the Texas & Pacific Railway.

Sites in the acreage, located along the tracks of the T. & P., have already been acquired by Lumber Products Company, Inc., manufacturer of overhead doors; Safeway Stores, Inc., which has bought acreage for a distribution warehouse center, and Fritz W. Glitsch & Sons, manu-

facturers of petroleum and chemical refining equipment.

Lumber Products Company, which will build later on its site, began operations this month in the former plant of the Kay-Bar Manufacturing Company. It is also operating a dry kiln on a tract just across the rail tracks from the plant. Installation of new machinery and equipment in the Kay-Bar factory has brought the total investment to about \$200,000.

Under construction for Glitsch & Sons is a 400 by 270-foot building which will contain 125,000 square feet of floor area. Of steel and concrete, the \$300,000 plant will house the Glitsch operations now located at 2423 Carolina.

Plants now in the area include those of the Hot Steam Water Heater Company, Dragert Paint Company, Seal-Pelt Company, Lone Star Gas Company, Metal Specialties Manufacturing Company, Andrew Brown, and the Holister Coil Spring Manufacturing Company, which has a \$110,000 factory, comprising four buildings.

Lumber Products Company, which is making overhead doors of redwood, used for garages and in large commercial buildings, has started operations with 50 employees. Frank D. Mason, executive vice president, is in charge of operations.

The area under development includes all land between Singleton and the T & P tracks from the Texas Company refinery at Westmoreland to Horton in Eagle Ford. The acreage was formerly owned by the Texas Company, which plans the construction of a combined central sales and bulk station on a site immediately west of its refinery. The Texas Company

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### OUR SPECIALTIES:

- ★ MACHINE TOOLS—WELDING EQUIPMENT
- ★ WOODWORKING MACHINERY
- ★ AIR COMPRESSORS—PORTABLE ELECTRIC TOOLS
- ★ AIR TOOLS—ELECTRIC MOTORS—MILLING CUTTERS—FILES—HACK SAW BLADES
- ★ BAND SAW BLADES—CIRCULAR SAW BLADES—DADO HEADS—MOULDER KNIVES
- ★ PLANER KNIVES—SHAPER STEEL—SAND PAPER—SANDING BELTS
- ★ GRINDING WHEELS—METAL CUTTING BAND SAW BLADES (DISSTON)
- ★ V-BELTS AND PULLEYS—HAND TOOLS (STANLEY)—INDUSTRIAL SUPPLIES



## MACHINERY SALES & SUPPLY CO.

3405 Commerce Street

DALLAS

Phone R-6701



# Capital and Surplus Increase Voted for Republic National

Stockholders of the Republic National Bank of Dallas have approved an increase in capital and surplus from \$20,000,000 to \$25,000,000.

They have ratified a proposal previously adopted by the bank's board of directors calling for an increase in capital stock from \$10,000,000 to \$12,000,000, a raise in surplus from \$10,000,000 to \$12,000,000, and the transfer of an additional \$1,000,000 from the undivided profits account to surplus, making the total surplus \$13,000,000.

Republic will issue 100,000 additional shares of stock, which will be offered ratably to the present shareholders at \$40 a share, thereby providing \$4,000,000. Of this amount, \$2,000,000 will be allocated to new capital stock and \$2,000,000 to surplus.

The resulting paid-up capital and surplus of \$25,000,000 will give the Re-

public National Bank a capital structure thirty-second among the more than 15,000 banks in the United States, it was pointed out by Fred F. Florence, president.

Republic presently has outstanding 500,000 shares of common stock with a par value of \$20. The new plan will give the bank a total of 600,000 shares of \$20 par value, with book value in excess of \$45 per share.

Republic will issue 100,000 additional shares of stock, which will be offered ratably to the present shareholders at \$40 a share, thereby providing \$4,000,000. Of this amount, \$2,000,000 will be allocated to new capital stock and \$2,000,000 to surplus.

expects to spend more than \$1,000,000 on a project planned jointly with the Magnolia Petroleum Company, which is building a petroleum products line from Beaumont and Port Arthur to Houston and Dallas by way of Hearne.

The Texas Company's terminal will have a capacity of approximately 18,000,000 gallons, and will include warehouse and garage facilities. Supplies will be drawn directly from the tanks of the adjacent refinery. From the terminal, via tank car and transport truck, distribution of all grades of gasoline, kerosene, Diesel fuel, and motor lubricants will be made throughout the marketing area normally served from Dallas.

**Dallas Air Conditioning.** Founded in 1933 as a corporation but changed to a partnership in 1941, the Dallas Air Conditioning Company, 2809 Canton, has been reorganized as a corporation. The former partners, S. W. Guthrie and Marvin L. Brown, have become president and vice-president, respectively, of the firm. Fuller C. Bray is secretary-treasurer.

**S. J. NADEL, CLU.**  
AND ASSOCIATES  
*Life Insurance Counselors*  
2006 Tower Petroleum Building  
Telephone R-3083

**Dorsey Drug Remodeling.** Dorsey Drug Company, which has been located at 812 Main, has occupied larger, remodeled quarters at 808 Main, where new soda fountain fixtures and modern lighting have been installed. The drug store comprises a 25 by 100-foot area, with an L-shaped, 20 by 25-foot adjunct at the rear. L. A. Willis is manager of the store.

**JACK HILDRETH** has become associated with Doran Chevrolet, Inc., 3916 Main Street, as service manager.

**SIDNEY D. PETRIE**, business manager of Restland Memorial Park for the last four years, has been elected vice president.

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Texas' Oldest Employment Service  
1804 1/2 MAIN STREET  
Specializing in  
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CLERICAL AND TECHNICAL HELP  
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Daylight at Midnight  
Wholesale Only

**Dealers—Save Money Here  
Up to 50% Discount**

"First in Fluorescent"  
Made with our exclusive glass diffusing panels which  
soften and diffuse the light without loss of efficiency—  
Over 300 styles and designs

**INQUIRIES INVITED**  
**Tubes + Starters + Ballasts**

BE SAFE—BUY OUR GUARANTEED FIXTURES  
as thousands of others have done, all thru the South  
Underwriters Approved

**DAYLIGHT at MIDNIGHT**  
**Central 3383**  
Oldest Fluorescent Dealer in the South

**FLUORESCENT LITE  
EQUIPMENT CO.**  
918 COMMERCE STREET • DALLAS, TEXAS





E. CLARK BOBBETT

Executive offices of the Bobbett Advertising Service, Inc., a national transportation advertising firm, have been moved to Dallas from Huntington, West Virginia.

From the Dallas headquarters located

## Bobbett Advertising Service Moves Offices to Dallas

in a newly decorated, white stucco building at 2907 McKinney Avenue, E. Clark Bobbett, president of the concern, and his executive staff are directing operations of his organization in West Virginia, Ohio, Indiana, Illinois, Kentucky, Missouri, Oklahoma, Colorado, Texas, and the Republic of Mexico.

He announced that advertising franchises have been awarded the Bobbett firm by Houston, Fort Worth, and Galveston transportation companies, effective January 1, 1948.

In addition to Mr. Bobbett, officials of the Bobbett Advertising Service include John A. (Ned) Blaine, executive vice president, who is in charge of the firm's Mexican accounts; Merile H. Stevenson,

Jr., secretary-treasurer; and Julian Kirk, who is in charge of national sales. Dallasites on Bobbett's board of directors include A. D. Martin, Herbert N. Pierce, and Dallas C. Biggers.

### Navy Takes Over Title To North American Plant

With its assumption of title this month to the former North American Aviation buildings as a stand-by plant, the Navy has assigned Lt. Commander W. J. Moyer to supervise the Dallas office set up to handle all Navy business relative to the plant. Commander Moyer, who has been directing the Navy office at the Beech Aircraft Company factory in Wichita, Kan., for the last year and a half, will divide his time between the Dallas and Wichita plants. His assistant at Dallas will be J. D. West, formerly plant manager for the Reconstruction Finance Corporation.

### American Airlines Adds Cargo Flight to Mexico

Providing overnight shipping for Dallas firms, new DC-4 airfreight service from Dallas to Mexico has been inaugurated by American Airlines. The new cargo flight, offering daily service to San Antonio, Monterrey, and Mexico City, originates and terminates in Dallas but offers connections with other American Airlines airfreighters to other sections of the country. With a cargo capacity of 19,000 pounds, the new airfreighter has replaced a smaller DC-4 which American formerly had in service to Mexico.

J. N. STOCKTON, former co-owner of an industrial sewing machine firm in Dallas, has been appointed Dallas dealer for the Sew-Gem Sewing Machine Company, with offices and sales rooms at 5438 East Grand.

New president of the Dallas Chapter, Producers' Council, Inc., is S. A. ELLSBERRY, who succeeds E. J. STERN. Other 1948 officers are JAMES L. NEAL, vice president; W. P. DUNNE, secretary; and J. H. HARWOOD, treasurer.

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MULTIPLIER CORP.  
1624 Bryan . . . Dallas



FIRST SOUTHWESTERN OFFICE EQUIPMENT

## EXPOSITION

Hotel Adolphus, Dallas

February 1, 2, 3, 1948

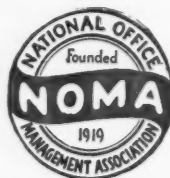
in connection with Southwestern Conference  
**NATIONAL OFFICE MANAGEMENT ASSOCIATION**

Dallas Chapter, host

For particulars write . . .

F. L. HAYNES  
216 South St. Paul  
Dallas 1

International Conference St. Louis May 23, 24, 25, 26, 1948



## Dallas Manufacturer Making New Type of Bathtub Vanity

A new Dallas product is the Marvanity, plastic and chromium steel vanity that fits across the top of any bathtub. An idea developed by Z. E. (Jack) Martin, Jr., the Marvanity consists of three compartments of white polystyrene plastic mounted on tubular steel frame that telescopes to fit any size or type tub. The compartments are designed to hold cosmetics, manicure instruments, hairpins, and other items. A non-steaming mirror and clasps to hold reading matter in position if the bather wants to read while relaxing are attached to the larger compartment. The new product is being marketed by the Marvanity Company, 404 South Ervay, whose officers are Z. E. Marvin, Sr., chairman of the board; S. Allen Guiberson, president; Z. E. Marvin, Jr., executive vice president; and A. J. Wallis, sec-

retary-treasurer. The contract manufacturer is Plastics Manufacturing Company, 825 Trunk.

ROY RUPARD, secretary of the State Fair of Texas, has been named president of the International Association of Fairs and Expositions.

J. FENTON THOMAS, supervisor of the Texas Power & Light Company, has been named president of the Southwestern Electrical Metermen's Association.

### Transport Firm Locates Sales Offices in Dallas

Hall Transportation Company has made Dallas headquarters for its sales organization, which has been placed under charge of J. L. Parker, a former Dallasite. Before he entered the Army Air Forces, Mr. Parker was connected with the Southern Steamship Company at Dallas and Fort Worth. Hall Transportation Company operates truck service to Fort Worth, Shreveport, Memphis, Oklahoma City, Tulsa, Jackson, Monroe, and New Orleans.

JAKE L. HAMON, Dallas oilman, has been elected vice president for production of the American Petroleum Institute. Dallasites on the board of directors of API are EUGENE DeGOLYER, S. A. GUIBERSON, JR., and H. L. HUNT.

WILLIAM S. HENSON, president of the printing firm of William S. Henson, Inc., has been named director for Texas of the National Association of Manufacturers.

EARLE WYATT, president of Wyatt Food Stores, has been elected a director of the Super Market Institute.

Russo Trailer Sales Company, 3325 Fort Worth Avenue, has been opened by SAM J. RUSSO, Dallas trailer sales operator for seven years.

*Holiday Greetings*

**Glazer's**  
**WHOLESALE DRUG CO., INC.**  
DALLAS

*Edwin Jankus*

TAILORS — IMPORTERS

313-A NORTH AKARD — DALLAS, TEXAS

C-2584

**LOOK**

Call  
Riverside  
6512

**JENSEN & RAUPE**  
**MOTOR COMPANY**  
2114 North Harwood





## Andrew DeShong Joins Staff Of Republic National Bank

Andrew W. DeShong, who has been manager of the industrial department of the Dallas Chamber of Commerce for the last two years, has joined the staff of the Republic National Bank as manager of the industrial division of its business development department.

Mr. DeShong will direct an industrial

consulting service which Republic has added for the benefit of Dallas businesses and those planning a move to the Dallas area. His services will be available to business firms and individuals desiring information about industrial expansion, plant organization, transportation facilities, power supplies, availability of labor,



ANDREW W. DeSHONG

and the like in the Dallas territory.

A graduate of Southern Methodist University, Mr. DeShong has twice served the Dallas Chamber of Commerce. He was initially director of publicity and editor of DALLAS, having joined the Dallas Chamber July 1, 1936, after serving as a member of the editorial staff of the "Dallas Times Herald" from the time of his graduation from S.M.U. in 1929.

On April 1, 1941, Mr. DeShong joined the former Dallas division of North American Aviation, Inc., holding initially the post of public relations director and later that of assistant to the division manager. He returned to the staff of the Dallas Chamber of Commerce July 1, 1945, as manager of the industrial department. He is a director of the State Fair of Texas.

RUSKIN CALLAN, an employee of the City of Dallas for 25 years, has been appointed assistant city plan engineer.

### E. V. McCRIGHT & COMPANY, LTD.

*Builders . . . Engineers*

*Specializing in Commercial and Industrial Construction*

### CENTRAL INDUSTRIES, INC.

*Owners . . . Management . . . Leasing  
Business and Industrial Properties*

3025 Taylor Street

Dallas 1, Texas

Phone R-6223-4

## MORTGAGE LOANS

ALL TYPES, CONVENTIONAL, F.H.A. AND G.I.

TO BUY, BUILD, RE-FINANCE OR REPAIR — BEST INTEREST RATES

Loans approved from plans and specifications on proposed buildings.

— NO BROKERAGE — NO INSPECTION OR APPRAISAL FEES —

## SOUTHERN TRUST & MORTGAGE CO.

L. M. Love, Pres.

1302 Main Street

INSPECTIONS, COMMITMENTS on CONVENTIONAL LOANS IN 24 HOURS

"24 Years in Dallas"  
Approved FHA Mortgagee

AUBREY M. COSTA, Vice-Pres.

Phone R-5551

## HOSPITALS AND INSTITUTIONS

Special problems arise in hospital construction and building for institutions. This organization is qualified by experience to handle them. The U. S. Veterans Hospital at Lisbon is one of our completed projects—and the Nurses' Dormitory at St. Paul's Hospital is now being built by this organization.

### ROBERT E. MCKEE

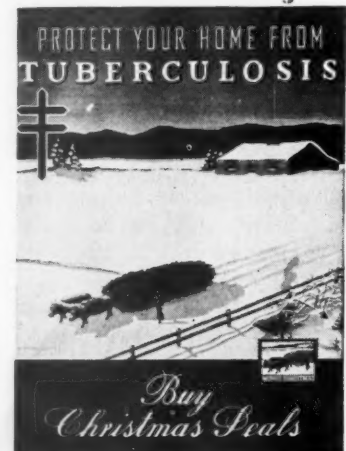
GENERAL CONTRACTOR  
CONSTRUCTION ENGINEER

LOS ANGELES

DALLAS

EL PASO

SANTA FE





# Western Electric to Erect \$600,000 Distribution Center

Construction is scheduled to start soon of a new distributing center building at Mockingbird Lane and Homer for the Western Electric Company to replace the present quarters at 819 Trinity. The proposed three-story brick and reinforced-concrete structure will serve the North Texas territory of Southwestern Bell Telephone Company and will cost between \$500,000 and \$600,000.

Planned so that two additional floors can be added when needed, the new center will house both a warehouse and a repair shop for telephone equipment returned for overhauling. It will be adjacent to the Southwestern Bell Telephone Company's North Dallas garage, which serves Western Electric for part of its

construction, supply, and maintenance and repair forces in the Dallas area. Facilities of the new structure will include a conveyor system for handling light items such as telephone sets and coin collectors, and a palletizing system for handling heavier bulk items such as steel strand and telephone-line hardware.

The TEXAS BARBER AND BEAUTY SHOP has moved from 233 West Jefferson to new quarters at 326-A West Jefferson.

CHARLES S. DAVIS, World War II veteran, has been named manager of the used car department of Ridout Motors.

**Tom W. Collins**  
*Publicity • Advertising*  
**Photography**  
 J8-8869  
 L-3669 3709 HAYNIE

## Annual Meeting (Continued from Page 13)

ness leaders sang lustily, "The Eyes of Texas", to conclude the 1947 annual membership meeting of the Dallas Chamber of Commerce.

Members of the WFAA cast who presented the dramatization under the direction of Ralph Maddox included Hal Thompson, commentator, and John Allen, Ron Dunn, Wed Howard, George Stevens, Elmer Baughman, Russ Hall, Dave Naugle, Helen Breit, and Claudine Shannon. Mack Newberry handled the sound effects, Frank Adam was engineer, and Louis Breault, who is in charge of public service programs for WFAA, assisted in writing the script. Billy Mayo directed the WFAA orchestra, which provided the musical accompaniment for the program and also played for the dinner.

ROBERT J. SMITH of Dallas, president of Pioneer Air Lines, has been named a director of the Air Transport Association and a member of the organization's finance committee.

## DICTAPHONE LEADS THE WAY

"One of America's Great and  
Trusted Trademarks"

**FRED L. HAYNES**  
District Manager

Dictaphone Corporation  
216 S. St. Paul R-6117

*with  
Electronic  
Dictation*

Score a



"TRIUMPH"

... at Christmas. These beautifully matched Sheaffer's ensembles make wonderful gifts for your business associates... equipped with the famous 14 karat cylindrical point... in styles to please your eye and your wallet. Complete sets range in price from \$14.00 to \$150.00. Give Sheaffer's this year for Christmas!

**Stewart's**  
STATIONERS  
OFFICE OUTFITTERS

STEWART OFFICE SUPPLY CO.

1523 COMMERCE AT LANE

## Foreign Trade Inquiries

**EDITOR'S NOTE:** Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

9C47/B. **Brazil.** Sao Paulo firm desires to export castor seed and castor seed oil to the United States.

9C47/CofE. **Britain.** Firms seeking representation or direct sales in the Dallas area of silverware, photographic equipment, plastic goods, cosmetics, English briar pipes, and yacht fittings.

10C47/CofB. **Belgium.** Firms desire to appoint agents in the Dallas area for the sale of saccharine, pharmaceutical products, and ceramics.

8C47/TDB. **Brazil.** Firm representing United States manufacturers wishes to increase its representation and to export food products, vegetable oils, vegetable fibers, and oleaginous seeds.

11C47/CofM. **Mexico.** Firms desire representation in the Dallas area for foot-

wear, miscellaneous articles of twine, wood products, rope, honey, and silver articles.

10C47/BAM. **Belgium.** New York office of Belgium concern handling food commodities, chemicals, and other products desires to contact Dallas suppliers of these goods.

10C47/D. **Greece.** Businessman wishes to represent on a commission basis manufacturers or suppliers of internal grinding machines for automobile cylinders, lathers, boring mills, drill presses, saws, arc welders, electric motors, electric appliances, and hardware.

10C47/W. **England.** London firm is seeking Dallas representation for textiles, hosiery, hardware, chemicals, building materials, and leather goods.

10C47/C. **Greece.** Athens firm desires to represent on a commission basis manufacturers or suppliers of agricultural wheel tractors of 30-35 hp with double plow and gasoline cultivator, iron pipe, centrifugal pumps, and other machinery.

10C47/SATC. **Argentina.** Firm of industrial engineers and importers of industrial equipment desires additional representation of American manufacturers.

10C47/C. **Peru.** Businessman desires to represent on commission basis sup-

pliers of foodstuffs, pharmaceutical products, hardware, sanitary goods, building materials, cotton piece goods, and all types of industrial equipment.

11C47/CTM. **Mexico.** Concern is seeking purchases of carbonate of zinc and talc.

11C47/B. **Bulgaria.** Firm desires to contact Dallas concerns interested in purchasing oriental rugs and carpets.

11C47/CofB. **Belgium.** Firms seeking Dallas representation for yarn for needlework and knitting wool.

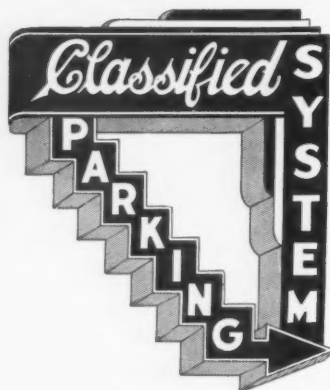
11C47/CofB. **Belgium.** Firm desires to represent American manufacturer of metal furniture.

11C47/R. **Ecuador.** Concern is seeking suppliers of cotton textile piece goods, refined, edible hog lard, and wheat flour.

### Like-Nu Auto Paint Works To Operate in Dallas

Like-Nu Auto Paint Works, which operates an eight-hour automobile painting service in Wichita, Kan., has acquired a building at 3033 Commerce for a Dallas operation. G. S. Levey is owner of the company, whose operation features assembly-line, factory-baked auto painting which can be turned out in a single day's time. Merle Hoyt is head of the Dallas plant, and Ray Pierce is technician.

R. H. (CHIEF) COLLIER, chief national bank examiner for the Eleventh Federal Reserve District for 25 years, has been elected a vice president and director of the Texas Bank & Trust Company.



*Extends to All  
Its Friends and  
Customers*

*Best Wishes for*  
**A Merry  
Christmas**

#### CONVENIENT DOWNTOWN LOCATIONS

Classified No. 4	508 North Ervay
Classified No. 6	1312 Pacific
Classified No. 10	1209 Pacific
Classified No. 11	1407-9 Patterson
Classified No. 14	1406 Pacific
Classified No. 15	1902 Commerce
Classified No. 16	1409 Pacific
Classified No. 17	1417 Young
Classified No. 18	1402 Pacific
Classified No. 19	515 South Akard
Classified No. 21	1916 Bryan
Classified No. 26	Elm and Field
Classified No. 32	310 North St. Paul
Classified No. 40	St. Paul and Live Oak

### Are You Disturbed by Distracting **NOISE?**

Many companies have found that sound control pays for itself in greater efficiency.

Let us give you specific sound reduction figures and cost estimate for furnishing and applying...

### USG AUDITONE

The broad experience of our acoustical specialists can guide your decision and safeguard your investment. This counsel is available to you without cost or obligation.

### MACATEE, Inc.

Dependable Building Materials  
4703 BENGAL ST. Logan 6-5292



### SERVICE FACILITIES

The Texas Employers' Insurance Association maintains facilities whereby employers of labor in Texas can secure complete and highly specialized Workmen's Compensation Service, including:

- Nineteen district service offices.
- Proved financial responsibility.
- Qualified rating and underwriting "know-how."
- Prompt handling of claims.
- Texas' largest insurance safety engineering organization.
- Insurance at cost to Texas employers.

## WORKING CONDITIONS

Cooperation of manufacturers and safety engineers has resulted in more and more safety being built into the machines used by industry. But in spite of this, hazards still exist in many industries, due to unguarded machines, bad housekeeping, poor lighting, improper tools and unsafe working conditions.

One of the jobs of the Texas Employers' Insurance Association is to watch for and recommend the elimination of such hazards, both in the interest of the employer and the worker. Yes, "Helping provide safer working conditions" is a part of the Association's specialized service administered through its safety engineering organization.

## TEXAS EMPLOYERS INSURANCE ASSOCIATION

Home Office: DALLAS • District Offices in: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO • FORT WORTH • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND • PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS  
HOMER R. MITCHELL, Chairman of the Board      A. F. ALLEN, President

## Business Opportunities

**EDITOR'S NOTE:** The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following firm is interested in representing Dallas manufacturers in its territory:

**Mac & Company**, 2216B Sacramento, Berkeley 2, Calif.; manufacturers' representatives in eleven Western states; interested in radio, appliance, industrial, household, plumbers' supplies, electrical and auto lines.

The following individuals and firms are seeking representation in Dallas and vicinity:

**Automatic Development Company**, 2530 North Naomi, Burbank, Calif.; manufacturer of an electronic motor analyzer; seeking sales representation in the Dallas area by a firm handling allied non-competitive lines sold to motor manufacturers.

**Armento Artercraft Company**, 39 West Seneca, Buffalo, N. Y.; seeking representation in the Dallas area for its services and products.

**Robinson-Black Corporation**, 10 West Pearl, Cincinnati, Ohio; manufacturer of a metal shopping cart; wishes to appoint a jobber in Dallas and surrounding territory on an exclusive basis.

**Home Comforts**, 1009 Byerley, San Jose 10, Calif.; manufacturer of a building supply specialty; seeking a Dallas organization to serve this firm in the Southwest.

**Newridge Kitchens**, 27 A. West Huntington Drive, Arcadia, Calif.; manufacturer of preserves; seeking a food broker in the Dallas area presently calling on leading specialty grocers, department stores and the like.

**Union Slide Fastener, Inc.**, 10731 Chandler Boulevard, North Hollywood, Calif.; manufacturer of slide fasteners; seeking an agent with contacts among wearing apparel manufacturers in the area.

**Wehle Conveyor Company**, 201-203 Water, Binghamton, N. Y.; manufacturer of a freight escalator; seeking a Dallas sales organization presently selling materials handling equipment.

**Carter Advertising Agency, Inc.**, 609 Minnesota, Kansas City 12, Kan.; representative of an air sanitizing appliance manufacturer; seeking representation through firms dealing in sanitary maintenance equipment, air conditioning, germicidal lamps, and similar lines.

### What Others Say

(Continued from Page 4)

and South American countries are represented in the Texas fair.

Over 200,000 people crowded the Fair Grounds one day and stayed on for the football game in the evening, and the rodeo. But nothing impressed me as much as the boys and girls from rural Texas. Forty-five thousand farmer lads and lassies swarmed through the grounds, came into town on school buses, cattle trucks, automobiles, and trains, for it was 4-H Club, Future Farm Makers, and Home Makers Day. They came in blue jeans, straw hats, checked shirts, and they all had beaming faces. They owned fat baby beef, swine, lambs, and heifers, and they waited round anxiously while judges passed on their products. When they were not grooming their steers and pigs, with brush and oil, they flocked to the Midway, and the carnival attractions, whirled on the merry-go-round, looped the loop, bought candy canes and cotton balls.

It seemed to me they were the exemplification of the courage and the resourcefulness of this country, youngsters who are willing to try anything, and don't know the meaning of failure. A wonderful looking group these farm boys and girls, they come to the fair and learn ways and means for their trades and that's why such a state undertaking grows bigger and better every year.

# Greetings!

In the spirit of the season, we extend to one and all every good wish for the blessings of a

## Joyous Yuletide

May prosperity and happiness be yours throughout the year ahead

**Texas** BANK & TRUST CO.  
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION  
MAIN AT LAMAR OF DALLAS

BUSINESS, RESIDENTIAL,  
INDUSTRIAL

## LOANS

For Building, Buying,  
Refinancing or Repairing Business  
or Residential Real Estate at  
Lowest Interest Rates.

FHA and GI Loans  
On New and Existing Homes.

**T. J. BETTES CO.**

Donald McGregor, Vice-President  
1202 MAIN C-8028  
South's Leading Mortgagee



# GAS APPLIANCE DEALERS' Sales Opportunities



## Being Created by Lone Star November-December Advertising Campaign

**D**URING November and December hard-hitting automatic gas range advertisements are being directed to modern homemakers in communities served by Lone Star Gas Company. These ads tie-in with national campaign of American Gas Association in one of biggest promotions ever sponsored for a single home appliance.

Entire promotion is based on Elmo Roper Corporation survey which revealed women prefer gas cooking and new automatic gas ranges have what women want. This campaign will create interest in new gas ranges. It will make it easier for dealers to sell top quality automatic gas ranges.

Since Lone Star Gas Service can be no better than the appliance through which it is used, Lone Star makes it one of its major activities to popularize use of highest quality appliances. Dealers benefit because quality appliance sales build satisfied customers.

Lone Star November-December advertising campaign includes:

- Display advertisements in 225 newspapers
- Gas range announcements on radio programs WFAA and KRLD, Monday through Friday
- Gas range chainbreak announcements on seven radio stations every day

All newspaper ads, radio program announcements and radio chainbreak announcements instruct homemakers to "See Your Gas Appliance Dealer."

This advertising and merchandising program on new automatic gas ranges is typical example of Lone Star's policy to work with and for dealers to help dealers maintain a profitable volume of sales in high quality gas appliances.

## LONE STAR GAS COMPANY

**When Speed's the Need...**

You'll bless the speed of an automatic gas range built to **CP** standards

**NEW** cooking thrills are coming

...when your **NEW** Automatic Gas Range takes over!

**TRA FEATURES**  
exclusive with automatic gas ranges

Built to **CP** Standards

**HAVE YOU it?**

You should have "it" in your kitchen. "it" will delight you with its simple fast performance that rate short and makes every the hours you spend in the kitchen. For better, there falls automatic cooking "it" in the board. Here are 10 reasons why:

**1. Lovely to Look at - Marvelous to Use**

**2. EASY TO CLEAN**

**3. BECAUSE IT'S**

**4. FINER**

**5. SELECT A**

**6. KITCHEN**

**GAS HAS GOT IT!**

**POINTS OF COOKING** **CP** **PERFECTION**

**CP**

**REGISTERED TRADE MARK**

**MANUFACTURERS ASSOCIATION**

none other like it in the world...

---

We are proud of  
"Dallas" Magazine  
And DAC News . . .  
Both of which we print,  
Along with other publications  
but  
We want to emphasize that  
We do other types  
Of printing, too—  
Such as business forms,  
Booklets, brochures,  
Catalogs and direct mail  
and  
We would welcome an  
Opportunity to do some  
Work for your company.

## Haughton Brothers

Printers and Publishers

3112-18 Commerce St., Dallas • Phone Riverside 9386

---

### Dale Miller

(Continued from Page 9)

President, for 80 years, to three or four of the 48 States.

What to do about this undemocratic system is a question which should command the attention of serious people. Unlike many of our political problems which are extremely complex, this problem is extremely simple. The remedy does not lie in abolishing the electoral system, and substituting therefor a direct popular vote, for that sort of change would produce complications of another kind. All States would then have to revise their election laws to achieve a common denominator; for example, all States would have to reduce the voting age to 18 to remain on a numerical par with Georgia. The remedy lies simply in retaining the electoral system as it is, but requiring that the electoral vote of a State be divided in proportion to its popular vote. In other words, if a President candidate receives two-thirds of the popular ballots in a State with 21 electoral votes, he should receive 14 of the electoral votes, and his opponent seven.

If the electoral system were thus amended to conform to the manifest expression of the will of the people, the office of President of the United States would be released from its practical enslavement to fluctuating minorities in the densely populated northeastern states. No longer could the small American Labor and Liberal Parties control the entire 47 electoral votes of New York as they did in 1944. Their influence would be only proportionate to their numbers, and thus the *incentive* of both major parties to concentrate their political appeals on those minorities would be effectively removed. The vote of the truck driver in Harlem would be neither more nor less important than that of the school teacher in Dallas, because no longer could he possibly disfranchise millions of people in his State by casting his marginal vote.

One of the interesting and beneficial effects of amending the electoral system to provide for an equitable division of electoral votes would be to invigorate wholesome political activity in states which traditionally are bound to one political party. If the Republicans should pick up an additional electoral vote in Texas through aggressive campaigning, that small gain would be fully as important as the marginal vote in New York which is so precious and vital under the existing system; and the same would



## BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1872 HUEY & PHILP**  
Wholesale Hardware

**1872 E. M. KAHN & CO.**  
Dallas' Oldest Retail Store  
Apparel Shops for Men, Women  
and Boys

**1872 WAPLES-PLATTER  
COMPANY**  
White Swan Fine Foods

**1874 BOLANZ &  
BOLANZ**  
Real Estate and Insurance

**1876 CHAS. L. DEXTER  
& CO.**  
Insurance  
Oldest Agency in Dallas

**1877 LINZ  
JEWELISTS**  
Diamonds, Watches, Silver,  
China, Crystal and Antiques

**1878 NATIONAL BANK  
OF COMMERCE**  
Banking

**1879 CLARKE & COURTS**  
Retail Stationers  
Lithographers, Printers and  
Engravers

Established

**1883 DALLAS POWER  
& LIGHT COMPANY**  
Dallas Electric & Power Co., 1883  
Dallas Power & Light Co., 1917

**1885 LAWTHER-  
MEADOWS MILLS**  
Manufacturers of Poultry and  
Stock Feeds

**1888 SUTTON, STEELE &  
STEELE, Inc.**  
Engineers and Manufacturers  
Specific Gravity, Electrostatic  
and Centrifugal Separators

**1889 WATSON  
COMPANY**  
Contractors and Builders

**1891 SOUTHWESTERN  
PAPER COMPANY**  
"Everything in Paper"

**1892 EXLINE-LOWDON  
CO.**  
Lithographers and Printers

**1892 THE EGAN  
COMPANY**  
Printing, Lithographing and  
Embossed Labels

**1893 ORIENTAL LAUNDRY  
COMPANY**  
Finer Laundering, Sanitizing  
Cleaning and Fur Storage



In 1906, these linemen, pictured above, of the Dallas Electric Light & Power Company, reined up their horse and went to work on the lights for the State Fair of Texas. Dallas had had electric lights since 1883, when the Dallas Electric Light & Power Company went into operation two months before Thomas A. Edison's Pearl Street Station opened in New York City. The first plant was on Carondelet Street, now Ross Avenue, between Austin and Market Streets, and the equipment consisted of four 10-arc-light dynamos, providing electricity for a few lights in hotels, saloons, and in the streets. The present Dallas Power & Light Company, an outgrowth of the Dallas Electric Light & Power Company, was organized in 1917.

Established

**1894 GRAY & GRAHAM  
COMPANY**  
Designers of Men's Fine Clothes

**1896 BRIGGS-WEAVER  
MACHINERY CO.**  
Industrial Machinery and  
Supplies

**1897 SHUTTLES BROS. &  
LEWIS, Inc.**  
Wholesale Jewelers  
Serving the Southwest for 49  
Years

**1897 ANDERSON  
FURNITURE CO.**  
Dallas' Oldest Furniture Store

Established

**1898 LANG'S FINE  
FLOWERS**  
The Southwest's Foremost Florists  
Decorators, Nursery Landscape  
Service

**1898 THE PRAETOR'**  
Life Insurance Service

**1898 HAVERTY FURNI-  
TURE CO.**  
Furniture

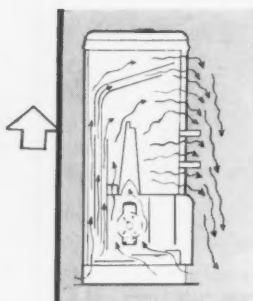
**1900 AUSTIN BROS.  
STEEL COMPANY**  
Steel for Structures of Every Kind





## WARM FLOORS, WALL-TO-WALL

There isn't space in the same room for a Dearborn heater and a draft—because the Dearborn heats the "living zone" *from the floor up!* Chilly, snuffles-making floors become a thing of the past when the forced-circulation warmth of the Dearborn floods out from wall to wall . . . and the part of your home where you and your children spend so much of every day becomes *really* livable.



### THE CHASSIS WHICH FORCES CIRCULATION

A triumph of heating engineering, the Dearborn chassis actually syphons cool air from the floor level under the heater, draws it through "flues" where it is warmed, and sends it downward and outward with force comparable to that of blower-equipped heaters. The scientific baffle system keeps the layer of air nearest the cabinet cool all the way through the chassis; hence the remarkable Coolmetal Cabinet feature.

### High-Crown BURNER—WITH AUTOMATIC LIGHTING

Custom-machined for each type of gas, the patented High-Crown Burner is unmatched for trouble-free, life-time operation. Large air bell and long venturi provide perfect air-gas ratio and mixture, raised ports and exclusive beveled crown assure highest combustion efficiency and low cost operation. Automatic lighting is standard equipment except on certain LPG models.



**Dearborn**  
STOVE COMPANY  
1700 West Commerce Street, Dallas, Texas • Branch Offices: Chicago, Los Angeles  
MAKERS OF THE WORLD'S FINEST, SAFEST GAS HEATERS  
Write Today for Free Illustrated Folder Containing Full Information About the Amazing Dearborn!

prove true of any additional electoral vote which the Democrats might win in Maine. Because of that fact, it would no longer be essential to draw a Presidential candidate from the populous and pivotal States of the Northeastern section of the country. A candidate from some other section might poll fewer votes in New York, but the entire 47 electoral votes of that State would not be at stake, and his losses there might be more than offset by gains in other areas which now count for little or nothing.

Representative Ed Gossett of Texas, an able and influential member of Congress, has formally proposed a constitutional amendment to effectuate this sorely needed change in the electoral system, and this proposal is now before the Judiciary Committee of the House. It is commanding wider attention as another presidential election year approaches; and it goes without saying that it should command the widest attention possible. What is at issue here is something profoundly more important than breaking the monopoly on the Presidency, as vitally important as that result would be in itself. The greater and immeasurable gain would be the liberation of both major parties, and thus the American people themselves, from the practical political necessity of permitting fluctuating minorities in a few big States to determine the political destiny of our great nation.

Mangel's, 1804 Elm, has installed a millinery department, located on the store's second floor.

## SOUND ADVERTISING

is sound selling directed to the present . . . planned for the future.

LOUISE WOOD ALLEN  
MARIE CALLAHAN  
WANDA JARROTT  
DAVE McCONNELL  
MACK J. McKEE  
HOWARD N. SMITH  
JOE HOWELL  
JOHN OLDS  
CHARLES KELLY  
WILSON GOSS  
W. T. (BILL) THOMPSON

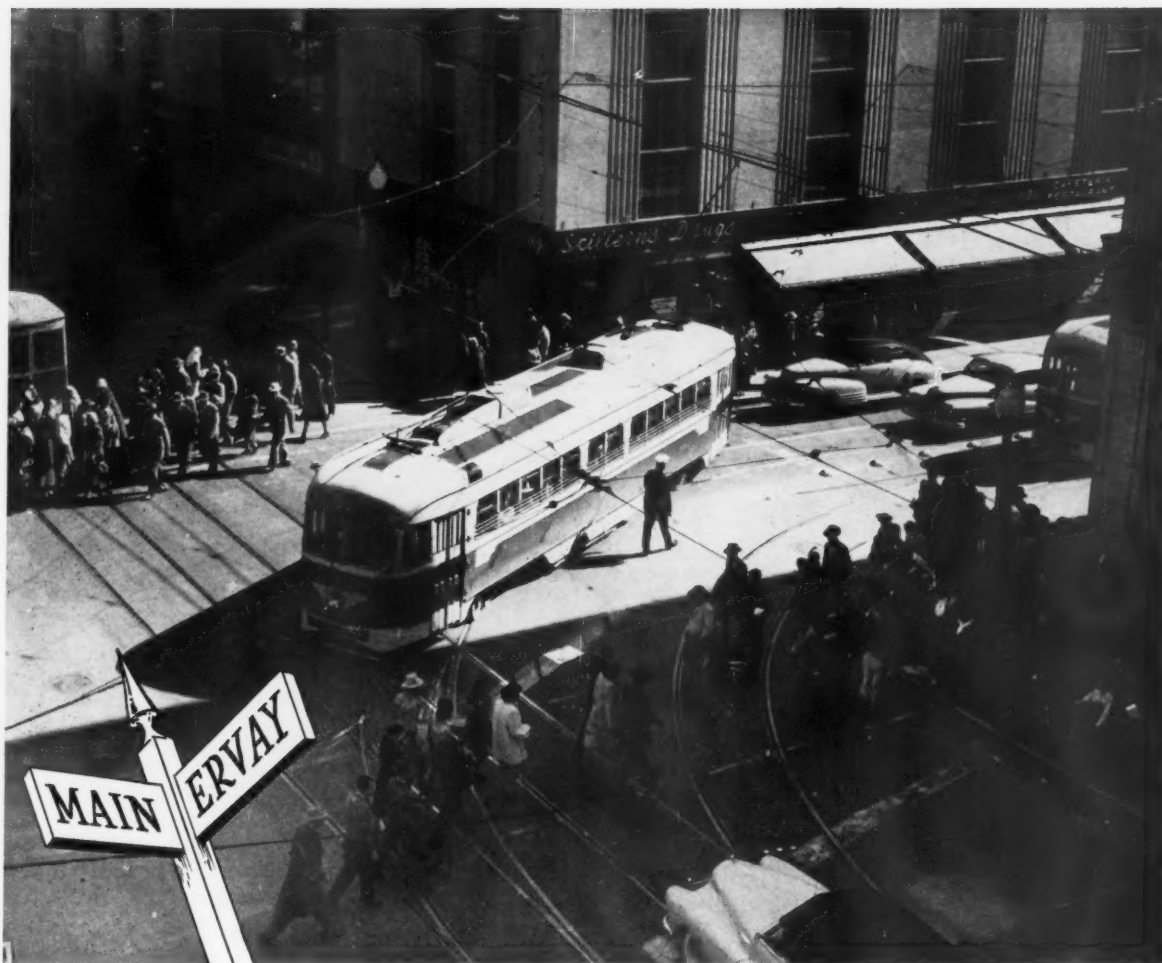
## Rogers & Smith Advertising

Established 1917

1524 Irwin-Keasler Building—R-6044

DALLAS CHICAGO NEW YORK





## A Corner on Safety

*Never an accident fatality—  
Not a serious pedestrian injury in 15 years—  
involving a streetcar or bus at the very busy  
corner of Main and Ervay!*

... Though transit vehicles must pass through the intersection at the rate of *one every 20 seconds* during the busiest time of the day! *AND* the Ervay-Seventh cars must turn *across* traffic and *through* heavy lines of pedestrians.

Dallas Railway & Terminal Company commends to the public the police officers on duty

at Main and Ervay and the operators of the seven transit lines that pass through this intersection. Theirs largely is the responsibility for the unusual safety record of this busy corner. Theirs is a job well done.

Dallas Railway & Terminal Company pledges its best efforts to sustain this record of safety at Main and Ervay and elsewhere throughout the city.

Safety is our business.

**DALLAS RAILWAY & TERMINAL COMPANY**  
**MARKING 75 YEARS OF PUBLIC SERVICE**

## You Create A Business

**INSURANCE is the  
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



**CRUGER T. SMITH**

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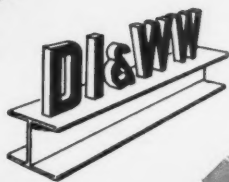
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